

BUILD FOR A LIFETIME





Build Wisely... Build Well... Build for a Lifetime!

One of the finest sights a man will ever see is his new home . . . built to order for him and his family. Whether it is a modest cottage or a stately mansion, if it is built well, with dependable materials, by expert hands, it will be a life-long source of pleasure and pride for its owner.



That's what this book is all about . . . good Canadian materials and modern methods which will help you *build for a lifetime*. The price that you pay for your new home doesn't enter into the picture. The facts on the following pages apply to the building of any good home, in any price range. The products this book suggests will, in almost every case, cost *less* than products which do not possess their enduring qualities.



WHICH HOME IS A GOOD INVESTMENT?

Two homes may be as much alike in *appearance* as your left and right hand . . . and still be totally different in every important way. For example, one of the homes pictured at the top of this page may be a so-called "cheap" proposition . . . and turn out to be a never-ending expense bill to its unhappy owner. Whatever else you learn from this book, please remember this extremely important fact: *Only the rich can afford to keep repairing a "cheap" home.*

On the other hand, the second home illustrated above may be the finest investment you could ever hope to make . . . a home which repays you a thousand times for the thought and care which you invested in its planning and construction.

HOW DO YOU TELL THE DIFFERENCE?

The difference between a good home and a poor one is largely a matter of *hidden values* . . . values which don't appear on the surface. And the only way you can be sure that your home will be the sturdy, modern, comfortable

place you want it to be, is to look for these important values. Even when your home is in the blue-print-and-dream stage, you can find them . . . if you know where to look.

After you have checked your plans conscientiously and included products that give *hidden values*, you may rest assured that your home will be easy to heat in Winter; that it will stay cool and comfortable in Summer. The rooms will "fit" your present and future family. The roof won't leak and the walls won't streak. In short, it will be a good home, a sound investment . . . *built for a lifetime.*

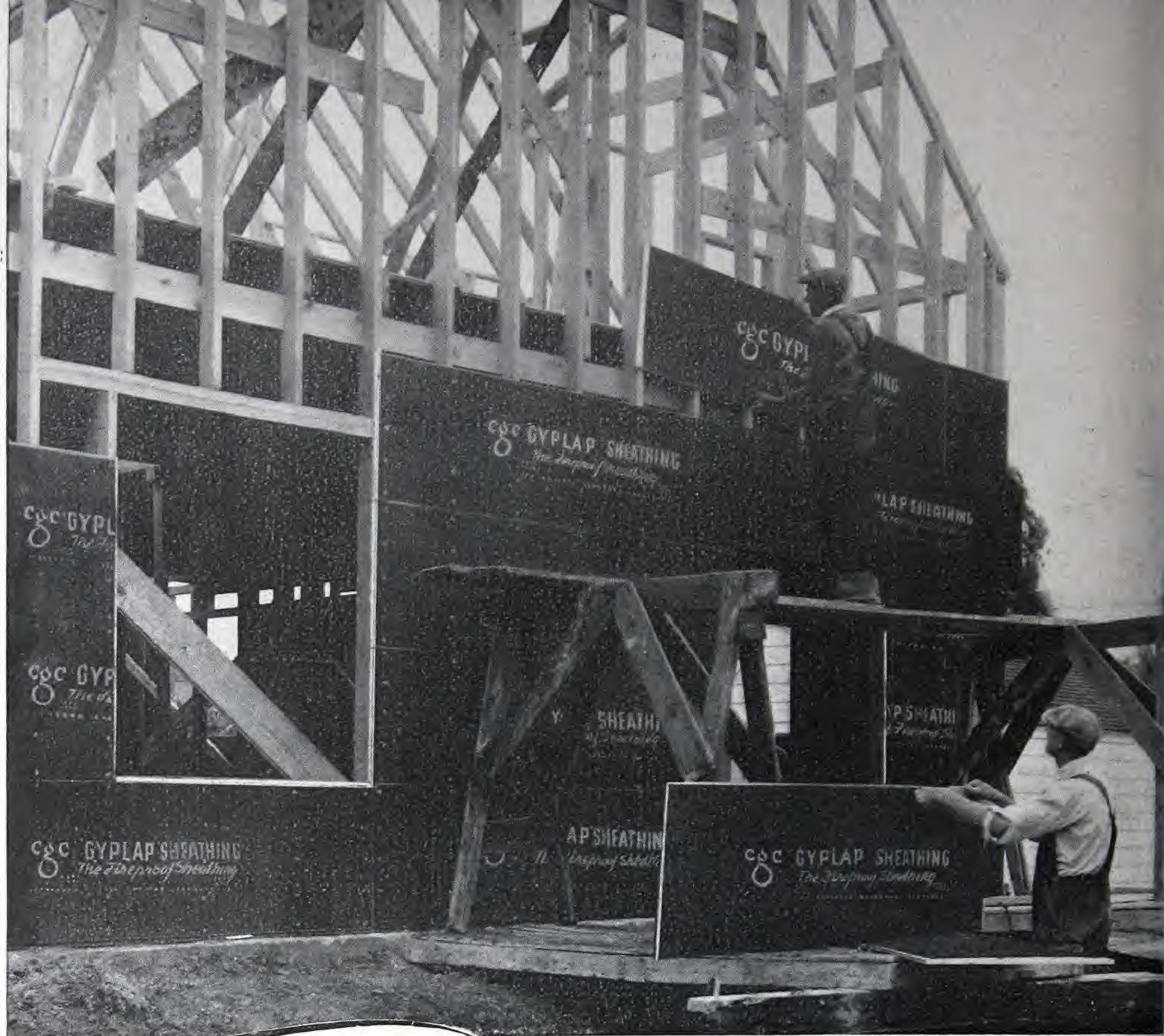
To help you build wisely and well, at lowest cost, this book shows you many well-known building products and explains their use. Being made of fireproof, enduring rock, each of these products will contribute strength and protection to your new home. They will enable you to build those all-important *hidden values* into every nook and corner. They will give your home life-long beauty *founded on fire-proof rock.*

You, your architect or your builder, are invited to call on any C.G.C. dealer for information on these products of modern building research—or write:

CANADIAN GYPSUM COMPANY LIMITED
170 BLOOR STREET WEST
TORONTO, ONTARIO

1108 DOMINION SQUARE BUILDING
MONTREAL, QUEBEC

YOUR OUTSIDE WALLS



*Between You
and the Weather*



Here you see how a modern Canadian building product *made from rock* puts a sheathing of protection all around your new home . . . keeping the weather outside where it belongs . . . giving your home extra safety . . . helping to brace it, and bringing about the tight construction which helps so much in keeping your home comfortable and clean.

Gyplap Sheathing is a product of building research . . . fireproof . . . easy to apply. By specifying this material, you will be giving your home the first of the "hidden values" which protect your investment.



GYPLAP

FIREPROOF

SHEATHING

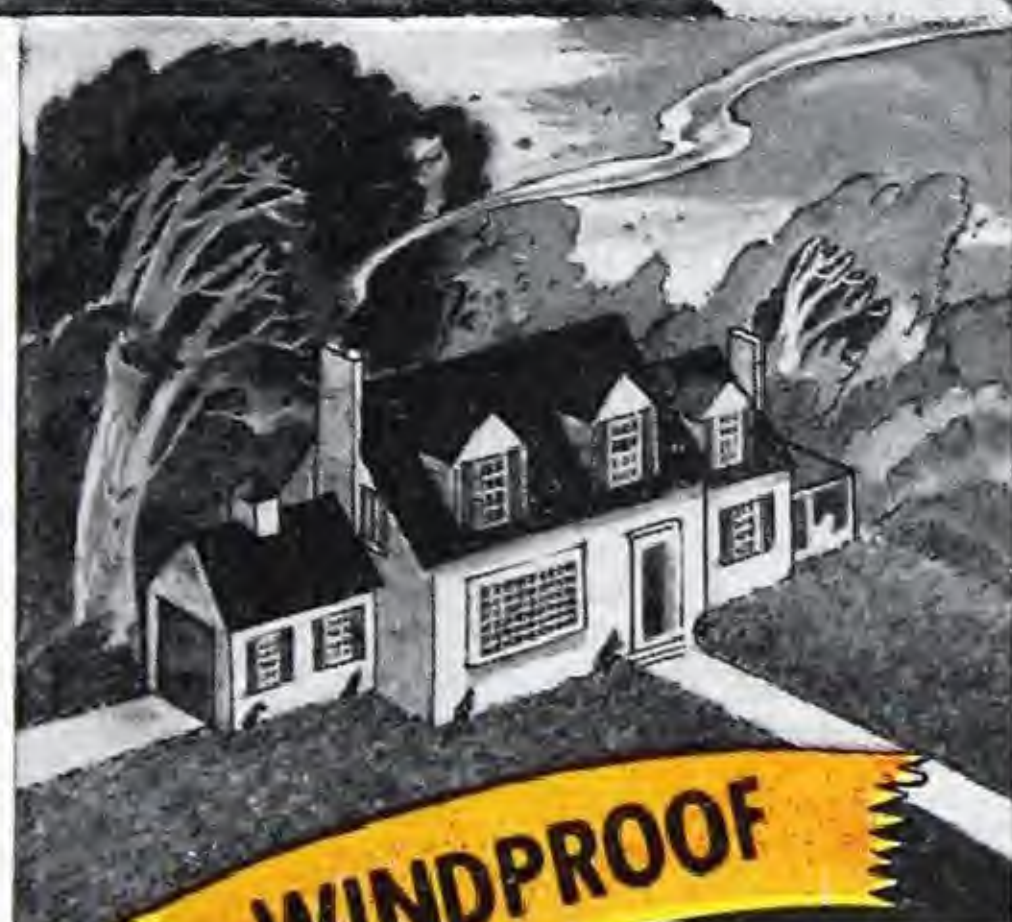
4 BIG FEATURES AT ONE LOW COST!

This modern "armour plate" for your home has been continually improved by scientific research. It won't shrink, swell, warp or buckle out of place. Gyplap is fireproof (see blow-torch test below), economical, permanent . . . and is also designed to help your builder do a quick, tight job. Gyplap Sheathing comes in large panels which require less handling, less cutting and fewer nails. It reduces waste to a rock-bottom minimum and is applied faster, saving time and labour.

The wind-tight "V-JOINT" edges make a tighter, stronger wall of protection for your new home.



In actual tests, Gyplap Sheathing protected wood framing from fire at 700 degrees Fahrenheit for over thirty-five minutes—more than twice the fire protection of wood sheathing which collapsed under this heat in fourteen minutes.



The exceptional efficiency of Gyplap Sheathing in keeping out both the wind and the weather is made possible by the wind-tight "V-joint" edges and the large panels which reduce the number of joints to a minimum.



Under a lateral load of 2200 lbs., three sheets of 2' x 8' Gyplap Sheathing, applied to wood framing, moved only one-half inch. Seventeen pieces of standard wood sheathing moved one and one-eighth inches under the same load and conditions.

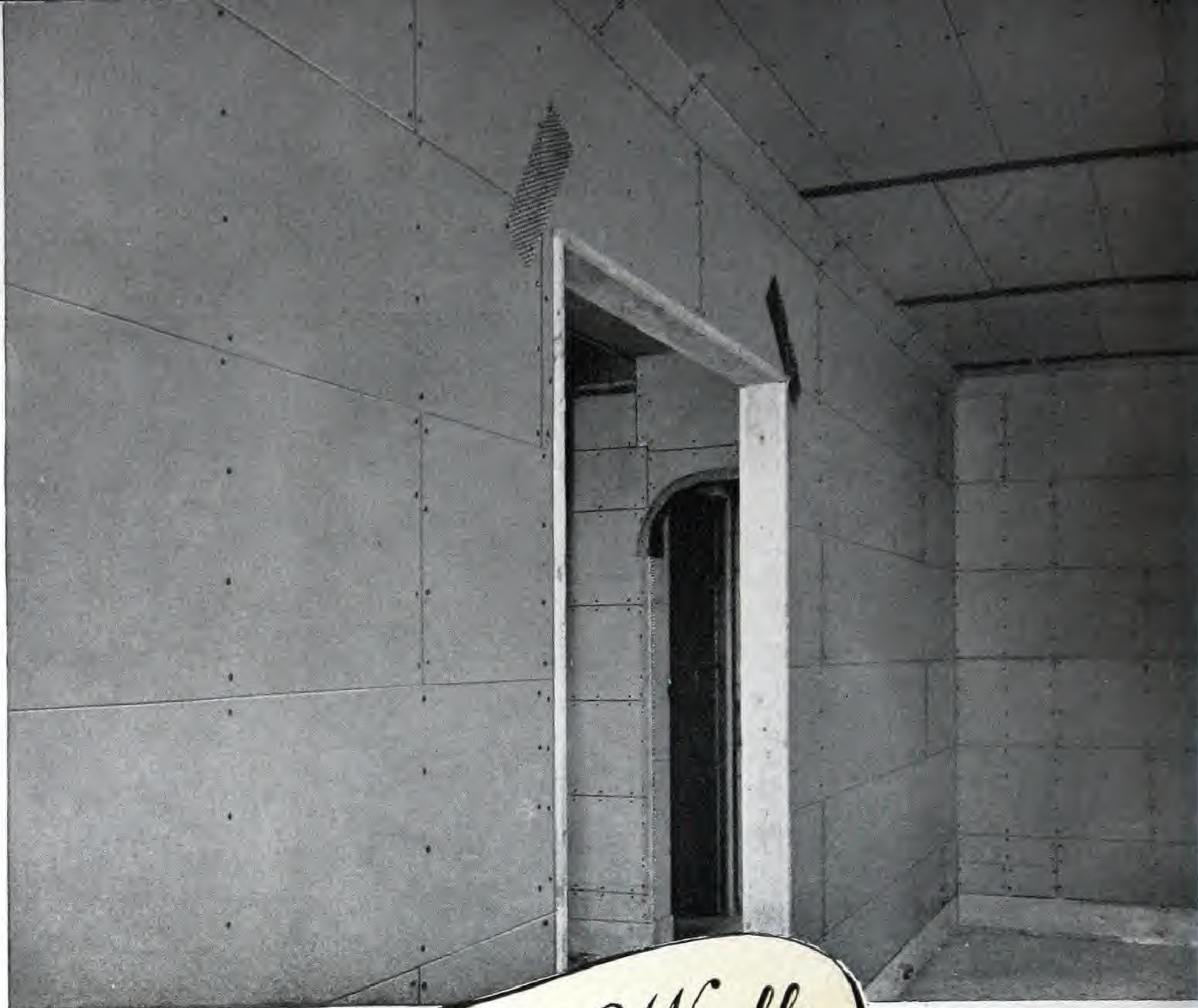


Because Gyplap Sheathing is non-warping and non-shrinking, it stays in place year after year. It will not open up at the joints with moisture and temperature changes, therefore it makes a permanently tight fit around window and door frames.

Your "Hidden Value" Check

	YES	NO		YES	NO
Have you selected a fire-proof sheathing? -	<input type="checkbox"/>	<input type="checkbox"/>	Will it add structural strength to your home?	<input type="checkbox"/>	<input type="checkbox"/>
Will it be permanent? -	<input type="checkbox"/>	<input type="checkbox"/>	Does it have a "wind tight" joint? - - -	<input type="checkbox"/>	<input type="checkbox"/>

YOUR INSIDE WALLS

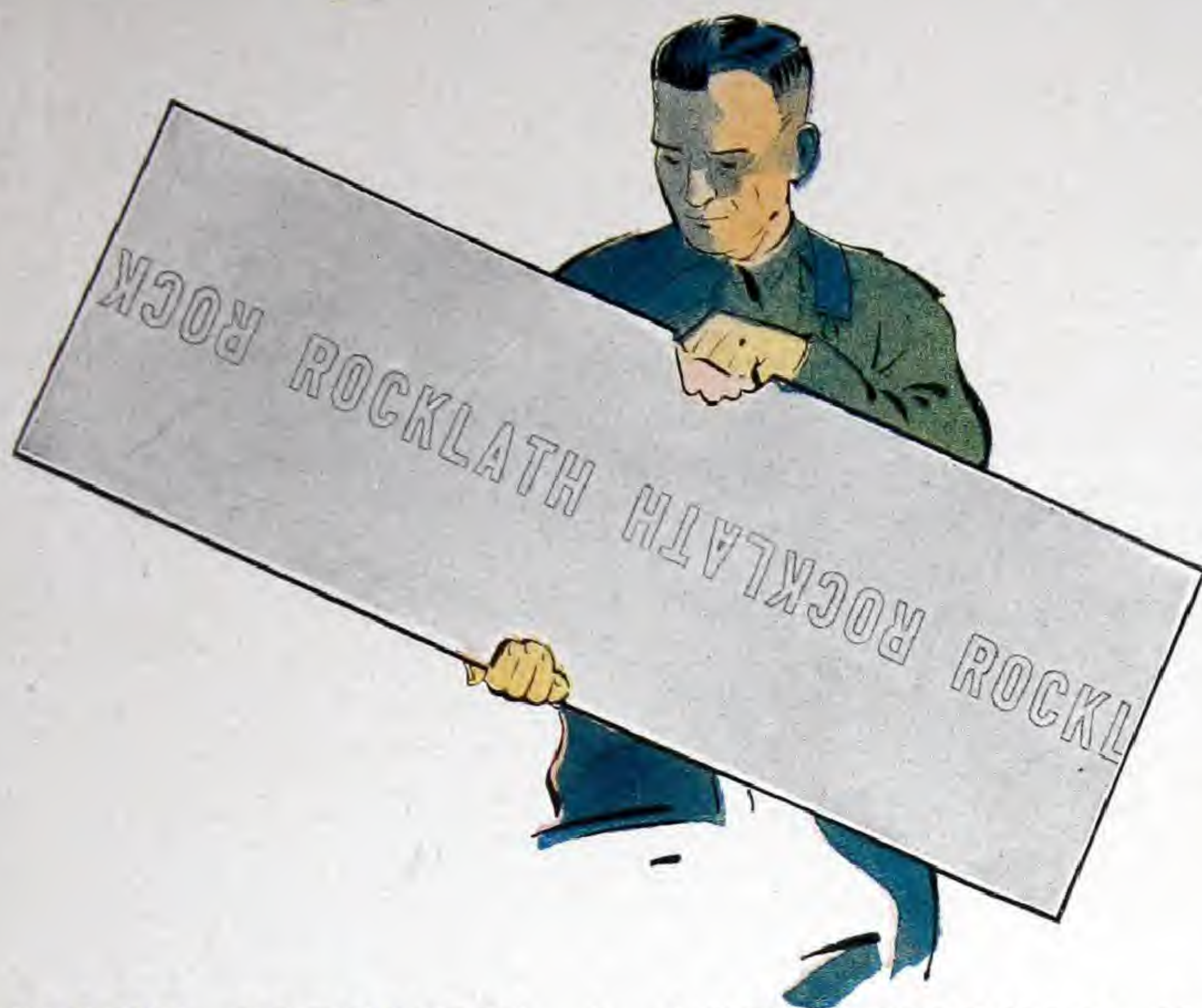


The First Step to Walls of Permanent Beauty



The beauty of the finished walls in your new home should be more than skin deep. To be permanent, this beauty must depend upon *hidden values* . . . such as a plaster base that is *made from rock*. Such a base is Rocklath . . . a rugged, fireproof, modern foundation for crack-resisting plaster walls of permanent beauty.

Rocklath is preferred as a plaster base by architects, builders, and owners because it has all of the eight features which a lath should have—yet it costs little more than the cheapest materials. These important features are the reasons behind the acceptance of Rocklath as the standard plaster base for better building. You'll be wise to specify Rocklath when you *build for a lifetime*.

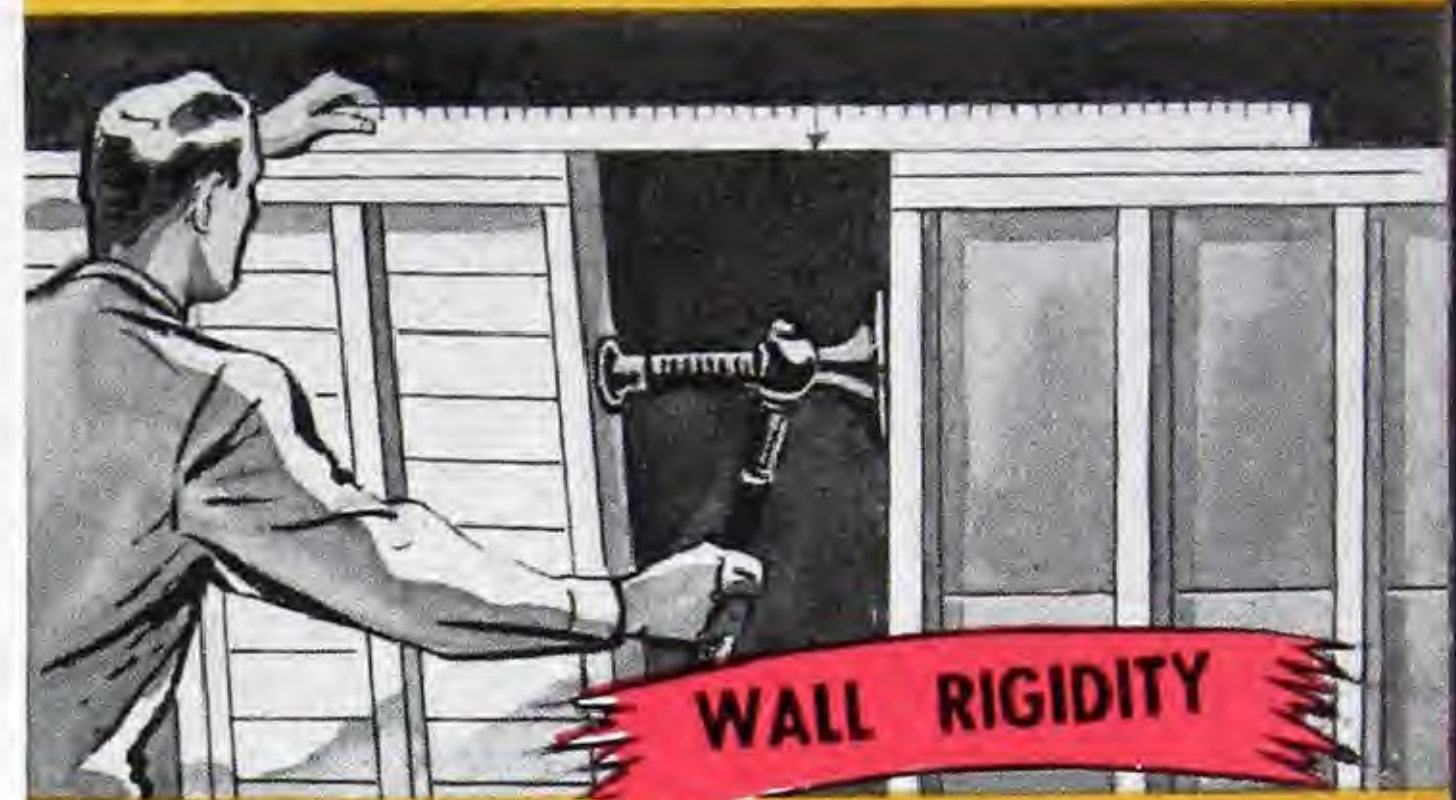


EIGHT FEATURES A LATH SHOULD HAVE ... AND ROCKLATH HAS THEM ALL!

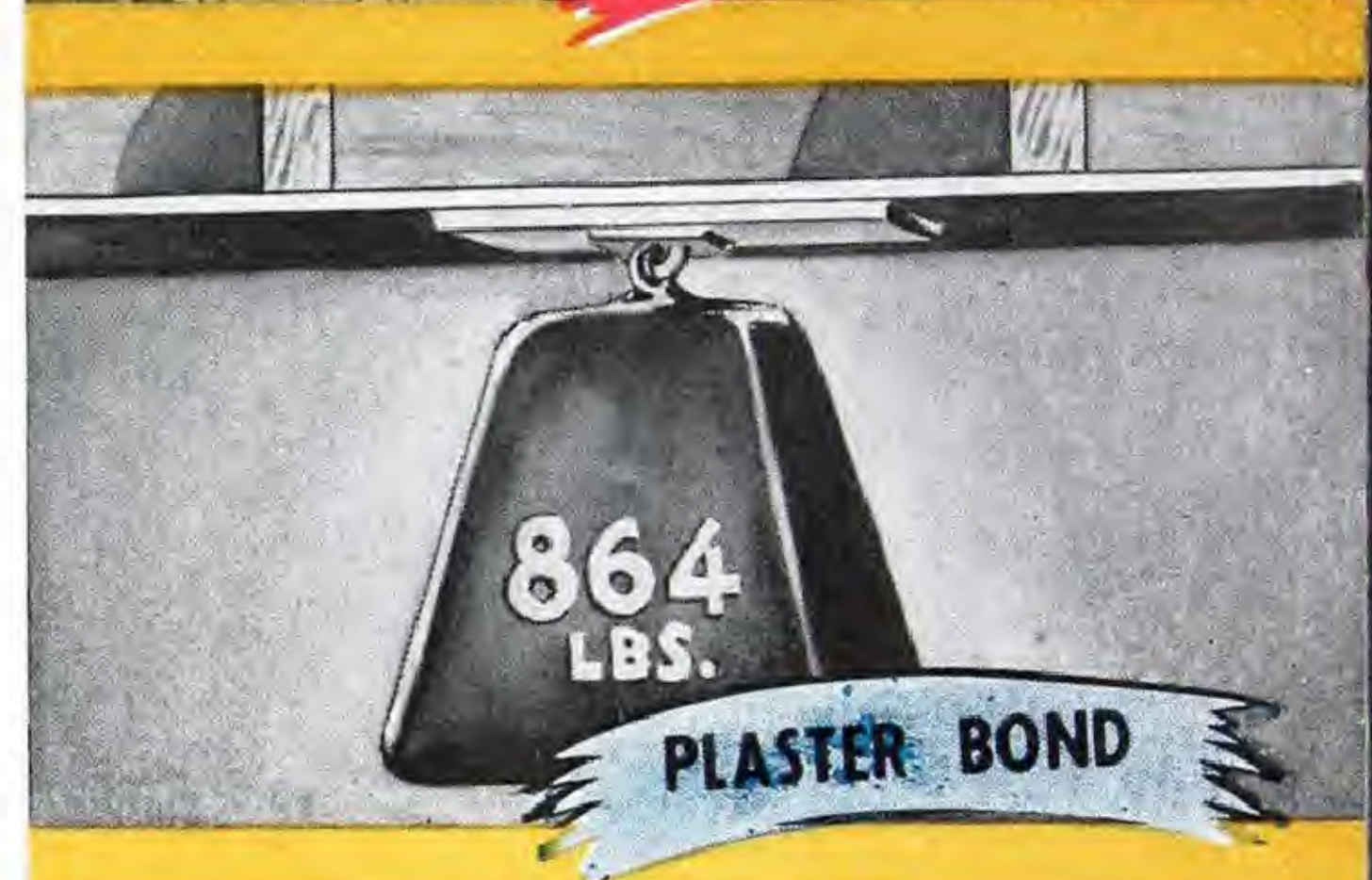
- 1. FIRE PROTECTION:** The interior wooden framework of every building should be covered with fireproof materials. Rocklath plaster base gives this protection. It is made of mineral gypsum and will not burn.
- 2. WALL RIGIDITY:** When applied to interior framework, the solid 16 x 48 inch panels of Rocklath plaster base provide rigidity for interior framing and a strong mineral base for interior plaster.
- 3. PLASTER BOND:** Gypsum plaster bonds to Rocklath with greater strength than with any other type of lath. Tests show that a load up to 864 lbs. is required to pull one square foot of plaster from Rocklath.
- 4. NON-STREAKING:** Rocklath builds a smooth, tight base for the plaster. This prevents the unsightly streaks caused by wood lath which requires frequent re-decoration.
- 5. CRACK RESISTANCE:** Many plaster cracks are caused by the structure or lath moving. Rocklath reduces cracks because it resists structural movement and does not shrink or swell.
- 6. PERMANENCE:** Rocklath has the same mineral permanence as the pyramids. It is made with a $\frac{3}{8}$ inch core of fireproof gypsum rock and is not affected by decay, moisture or vermin.
- 7. QUICK ERECTION:** One Rocklath panel covers the area of nine wood lath and requires twenty nails as compared with thirty-six. No other type of lath can be cut by scoring or applied as quickly as Rocklath.
- 8. REDUCED WASTE:** The suction which bonds plaster to Rocklath reduces plaster droppings and explains why Rocklath usually requires 20% less plaster than wood lath. Also cut ends of Rocklath can be readily used.



FIRE PROTECTION



WALL RIGIDITY



PLASTER BOND



NON-STREAKING



CRACK RESISTANCE



PERMANENCE



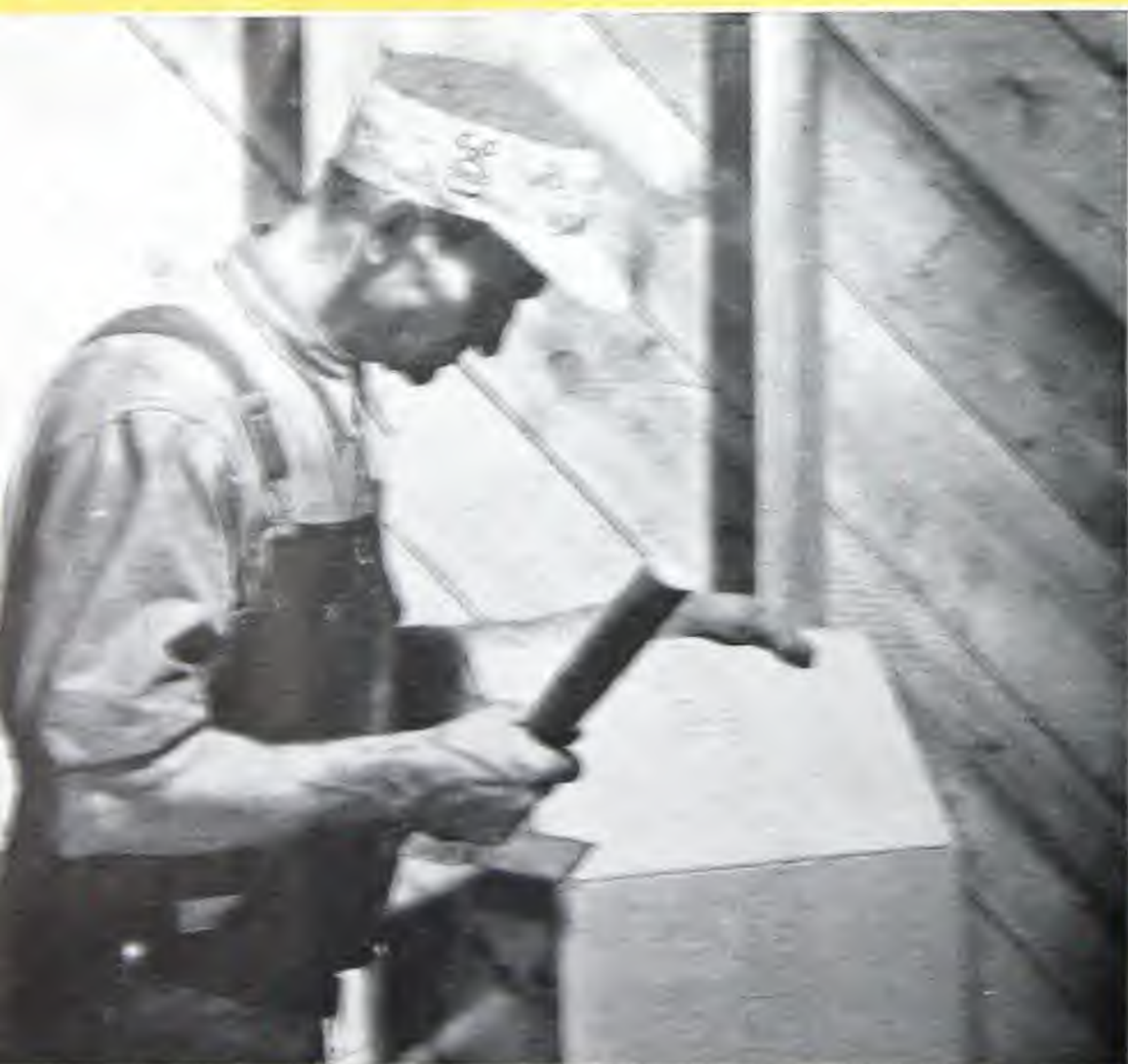
QUICK ERECTION



REDUCED WASTE



Here you see why Plain Rocklath is preferred as a plaster base. The large, convenient panels fit standard framing—this reduces cutting, handling and waste. Because Plain Rocklath forms a solid covering of gypsum rock, it protects wood framework from the hazard of fire and prevents unsightly lath streaks on your walls and ceilings.



Rocklath is quickly cut by scoring and can be applied in about 20% less time than wood lath. This superior construction costs about the same as most ordinary types of lathing and plastering.

PLAIN ROCKLATH

There are two types of Rocklath to meet two conditions in your home. The first is Plain Rocklath which is used on partitions and ceilings. The second is Insulating Rocklath—used for the inside surface of outside walls to insulate your home against Summer heat and Winter cold.

Plain Rocklath is made in sheets which completely cover the framework. These units are composed of pre-cast gypsum plaster encased in a specially processed fibrous covering. When nailed to the framework, Plain Rocklath provides unusual bracing strength and acts as an over-all barrier to fire because gypsum is a fireproof mineral. The application of gypsum plaster to Rocklath results in walls and ceilings of greater strength. Gypsum plaster unites naturally with the gypsum core of Rocklath and these two products, when combined, build the most durable, economical, interiors available.



*Your
"Hidden Value"
Check*

Have you selected a fireproof lath? - - -

Will it be permanent? - - -

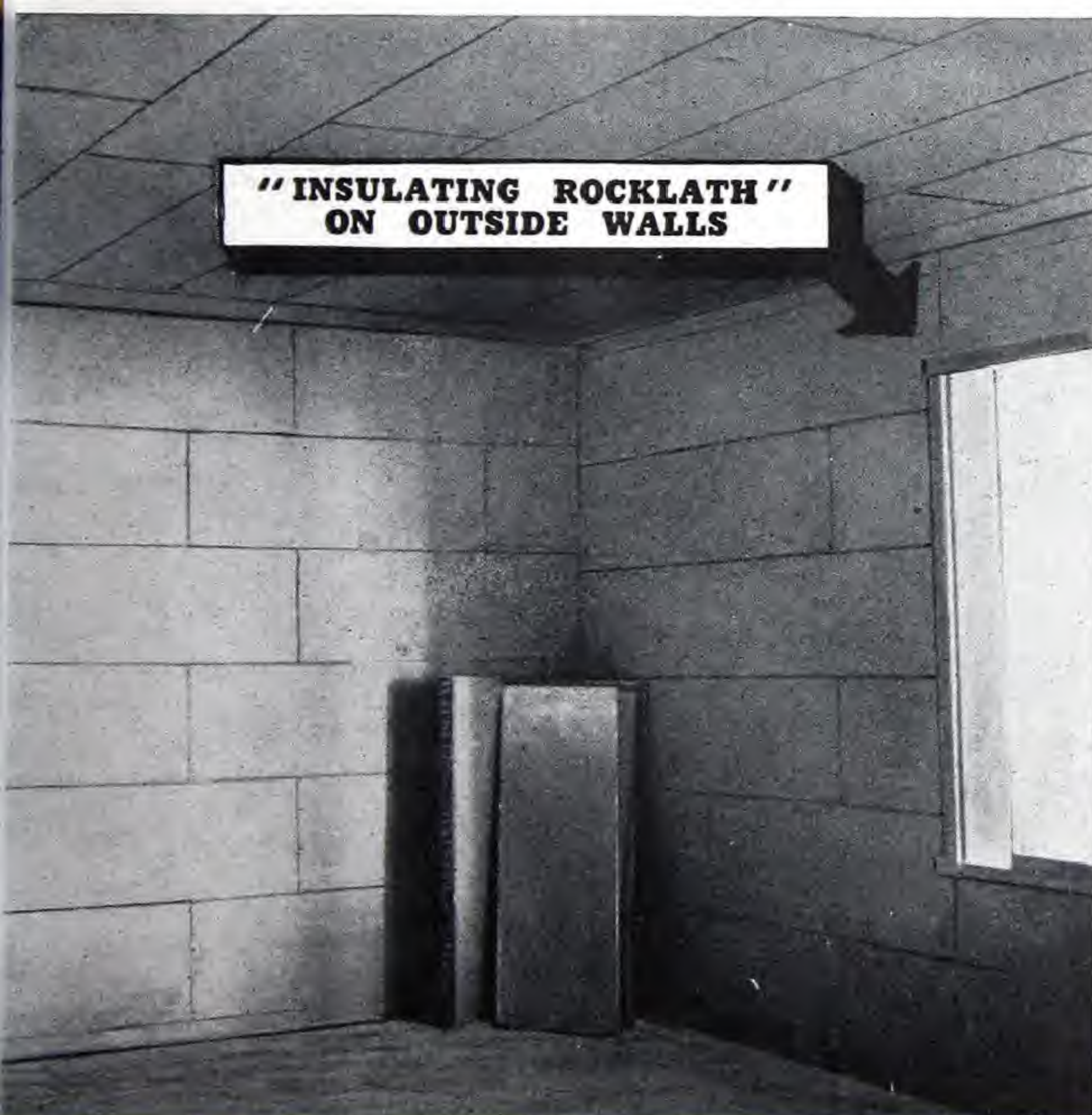
Will it be crack-resisting? - - -

INSULATING ROCKLATH

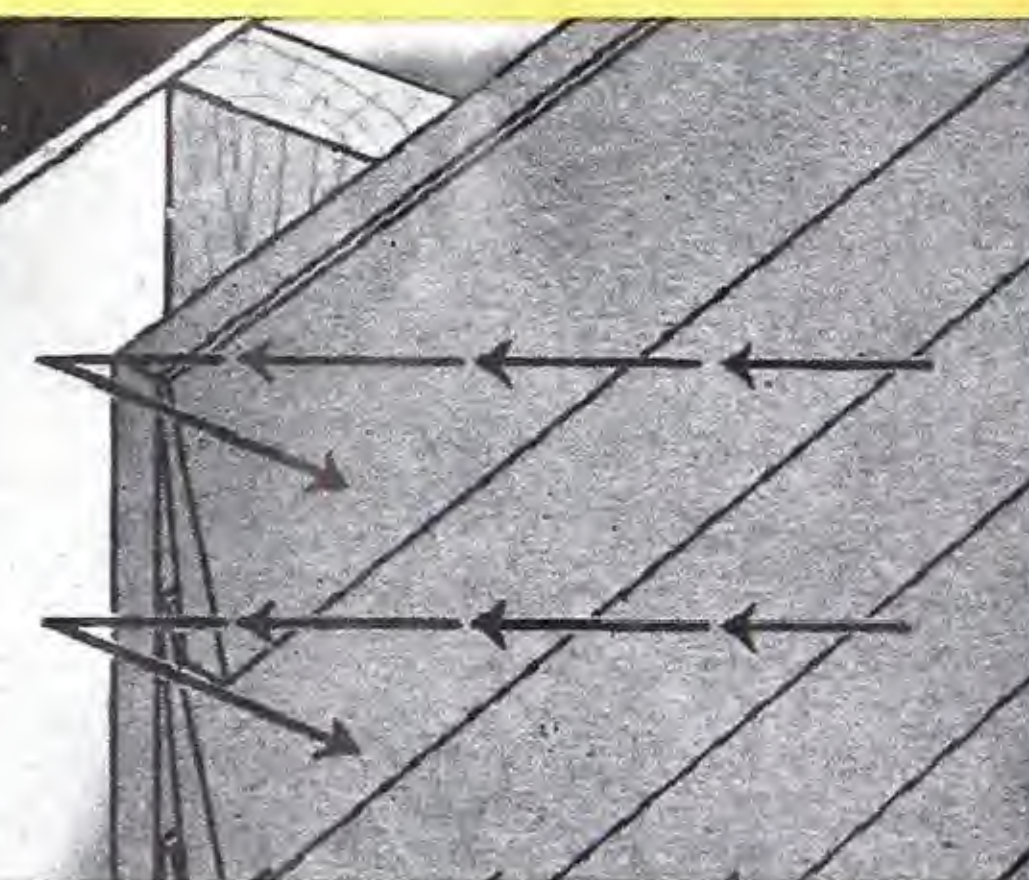
Insulating Rocklath combines all the advantages of Standard Rocklath plus efficient insulation and vapour barrier. Because foil is one of the best moisture barriers known, its use on Insulating Rocklath helps minimize condensation in exterior walls of your home. By official tests, Insulating Rocklath provides greater insulation value than 1/2 inch fibre board lath and combines with this efficiency, fire-protection, strong plaster adhesion, resistance to cracks, freedom from stains and streaks, and the permanence of mineral gypsum. Insulating Rocklath is recommended by leading architects and specified by thousands of home builders annually because it solves the side wall insulation and vapour barrier problem efficiently at low cost. Scientists have been using the Insulating Rocklath principle for years in streamlined trains, ocean liners, and other industrial purposes. It is the ideal lath for the outside walls of modern homes and is approved as a combination plaster base, side wall insulation and vapour barrier by the National Housing Act.



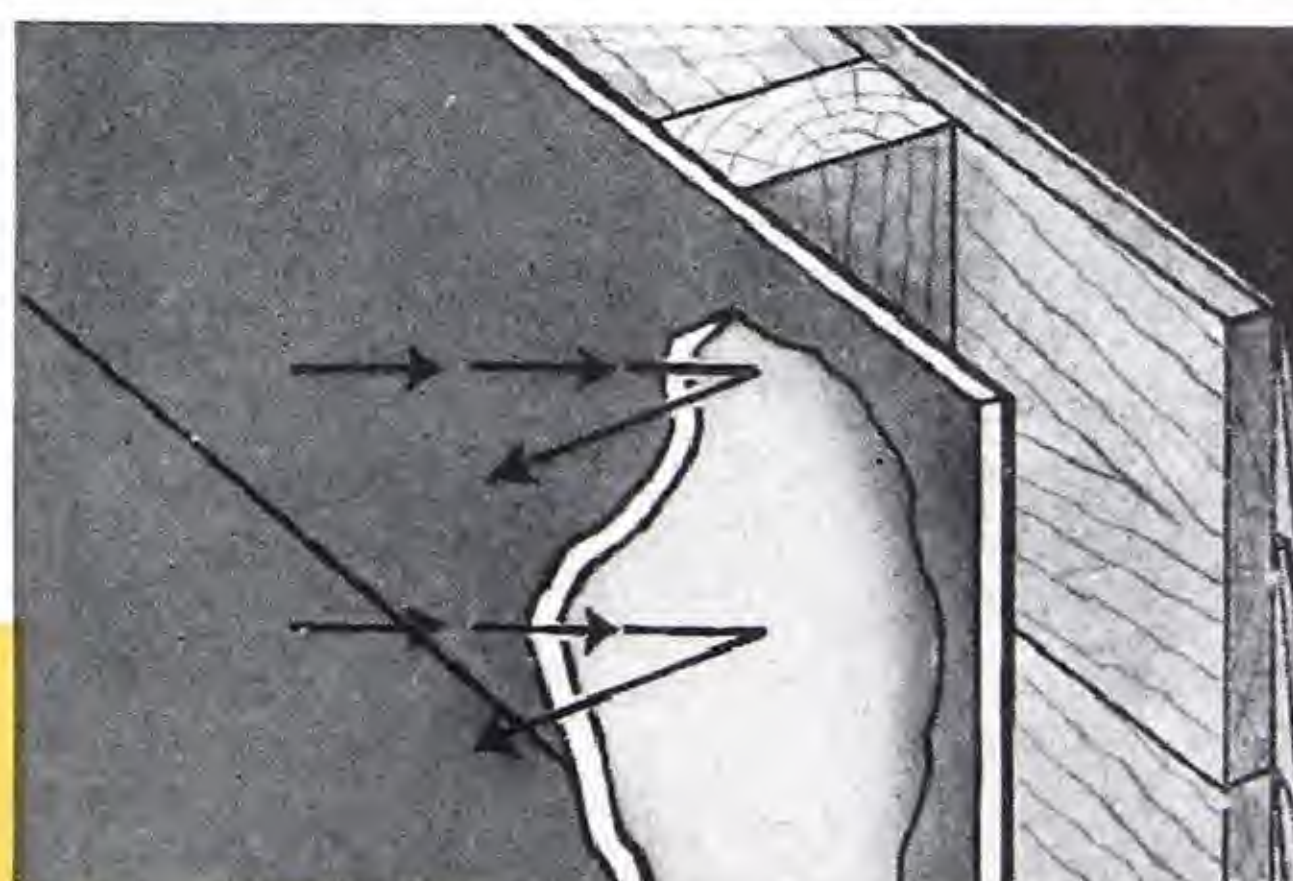
Here is Insulating Rocklath being applied to the interior framework of the outside walls in a modern home. Insulating Rocklath is made by attaching foil to the back of Rocklath. In one application operation you get a fireproof, crack-resistant plaster base, combined with efficient insulation and a barrier against vapour—saving you time and money.



WHAT
HAPPENS
IN
SUMMER



WHAT
HAPPENS
IN
WINTER



During Summer and Winter, nearly 75% of the heat passing through the walls and ceilings travels by radiation. Insulating Rocklath reflects about 95% of the radiant heat—making your home cooler in Summer, warmer in Winter.

YES NO

☐ ☐

☐ ☐

☐ ☐

Will it add structural
strength to your walls?

YES NO

☐ ☐

Will it provide insulation
at low cost? - - -

☐ ☐

YOUR FINISHED WALLS



*With Beauty
Founded on Rock!*



When you realize that you will spend over half your lifetime looking at the finished walls, you will understand why it is so important to give them *permanent beauty*. Here again, modern building materials, *made from rock*, help to give your home "hidden values" . . . this time in the form of rock-like finished walls which form a protective barrier against fire and protect your decorations by resisting cracks. Red Top Hardwall Plaster is made from mineral gypsum and processed to adhere naturally to Rocklath . . . giving you a "lifetime" bond to protect the beauty of your room interiors. Ivory Hydrated Finishing Lime is the final step . . . providing a smooth, white, flawless surface which takes any type of decoration.



Make sure this Red Top bag is on your job.

Picture this man building your home, transforming blue prints into reality; protecting your investment with sound construction. Make sure he uses Red Top Hardwall Plaster over Rocklath to provide a solid gypsum wall of rock three-quarters of an inch thick that will resist cracks, protect against fire, and last for a lifetime.



Make sure this Ivory bag is on your job.

Then comes the finish coat. Ivory Hydrated Finishing Lime (mixed with Hammer F Plaster of Paris) provides a smooth, snowy-white surface, which assures walls and ceilings of permanent beauty. Because of quick hardening, Red Top Hardwall and Ivory Finish enable owners to occupy their new homes without delay.

PLASTERS FOR SPECIAL USES . . .



RED TOP TROWEL FINISH

If you want to decorate immediately, be sure to specify Red Top Trowel Finish. It is made specially to give a quick-drying interior finish.



RED TOP KEENE'S CEMENT

Wherever you require scuff-proof, extra-hard surfaces, such as on bathroom, laundry or kitchen walls . . . specify Red Top Keene's Cement.



SABINITE ACOUSTICAL PLASTER

Do you want quietness . . . in your dining room, library or study? When Sabinite is applied on ceilings over Red Top Hardwall Plaster, it provides permanent, low-cost sound absorption.

Your "Hidden Value Check"

Have you selected a fire-proof plaster? - -

YES NO

☐ ☐

Will it be hard as rock and permanent? - - -

☐ ☐

Will it harden quickly and uniformly? - - -

YES NO

☐ ☐

Has it "natural adhesion" to the lath? - - -

☐ ☐

YOUR INSULATION

"IT MAY BE WARM
UP WHERE YOU
ARE — BUT IT'S
COLD DOWN HERE!"



Insulate -
FOR FUEL ECONOMY
AND YEAR 'ROUND COMFORT!

And now we see how a modern building product *made from rock* adds another "hidden value" to your home. Red Top Insulating Wool brings year 'round comfort, yet quickly pays for itself in fuel savings—and keeps on saving.

No home is truly modern unless it is completely and properly insulated. Furthermore, insulation is not a luxury but a money-saver which cuts as much as 30% from each year's fuel bill! In Summer, Red Top Wool acts as a sunshade over your home—in Winter, it serves as a blanket, keeping the heat inside—it gives profit-paying comfort for yourself and family.

A few inches of Red Top Insulating Wool, manufactured from rock, with its millions of tiny dead-air cells, provide insulation value equal to twelve feet of solid concrete. Permanence, fire-protection, moisture resistance, easy handling, and light weight are the outstanding features of Red Top Wool which make it the ideal home insulation.

One of the most important contributions to the health and comfort of your family will be your decision to give your new home the "hidden value" of modern insulation.



RED TOP INSULATING WOOL WILL KEEP YOUR HOME IN A "TEMPERATE ZONE"

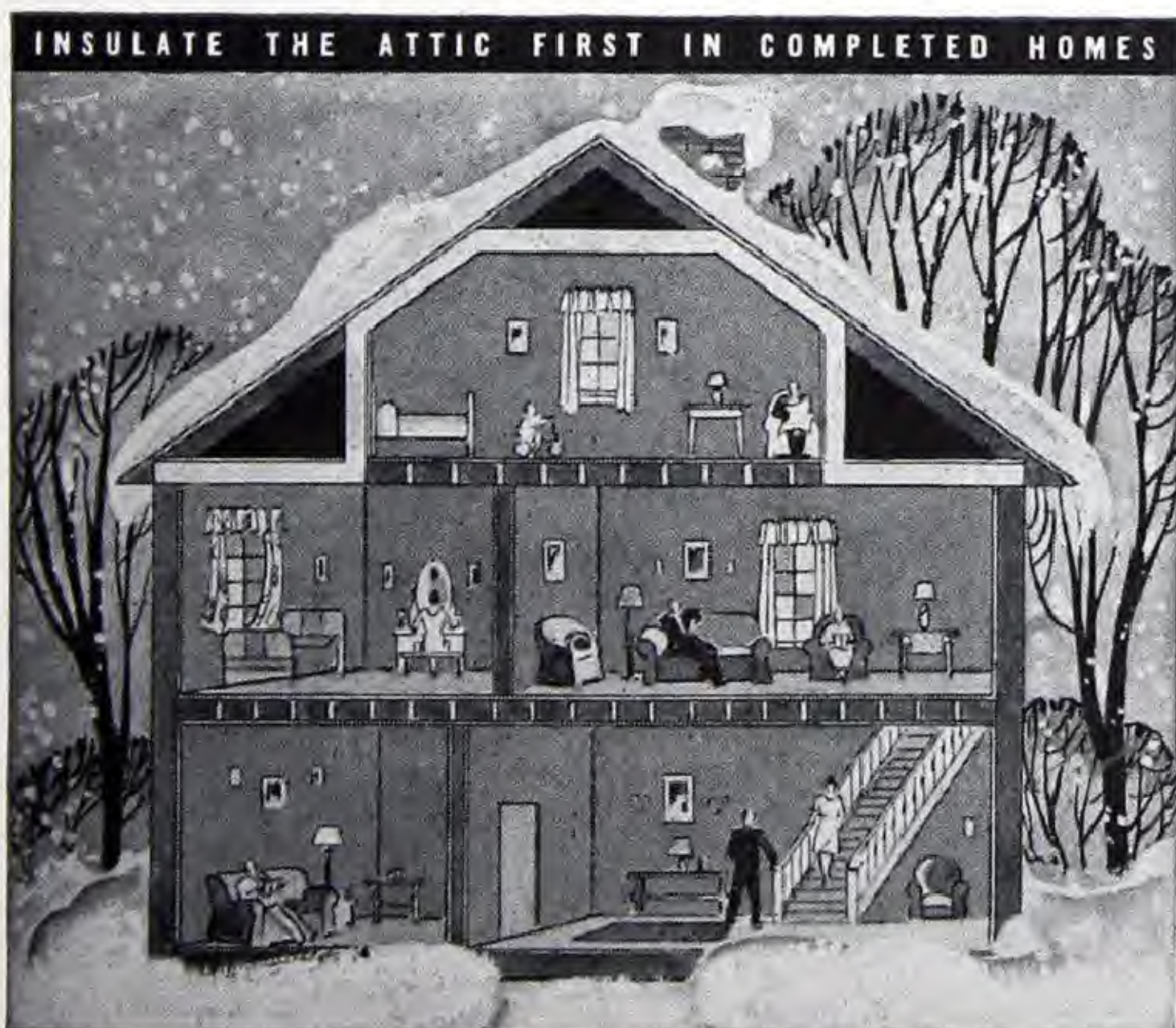
Some homes seem to have "tissue paper walls." They leak heat and, as a consequence, are full of chilly danger zones at the floor level where children play. By completely insulating the walls and attic of your home with 3" Red Top Blanket Wool—your home will always be in a "Temperate Zone"—heat loss is reduced, chilly drafts are checked, condensation is prevented, Summer and Winter temperatures are more uniform, health is protected—and fuel savings pay the bill and continue paying dividends for years to come.

Red Top Wool has been the subject of many exacting tests to determine the insulating efficiency of this remarkable "hidden value". These tests prove that fuel savings up to 30% can be expected when you insulate your home with Red Top.

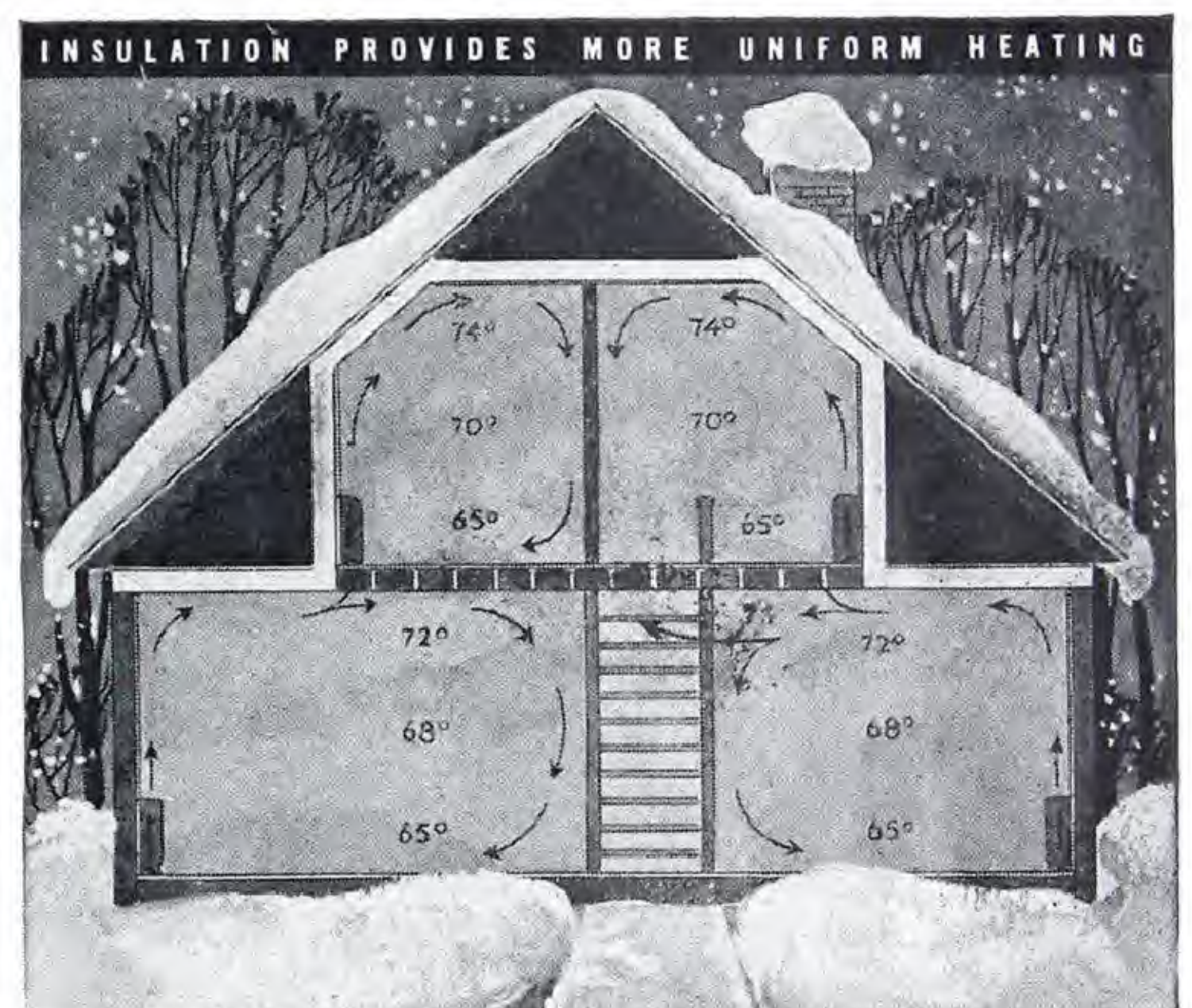
In addition, Red Top Wool pays a dividend that's impossible to measure in dollars and cents—greater comfort and better health for you and your family.



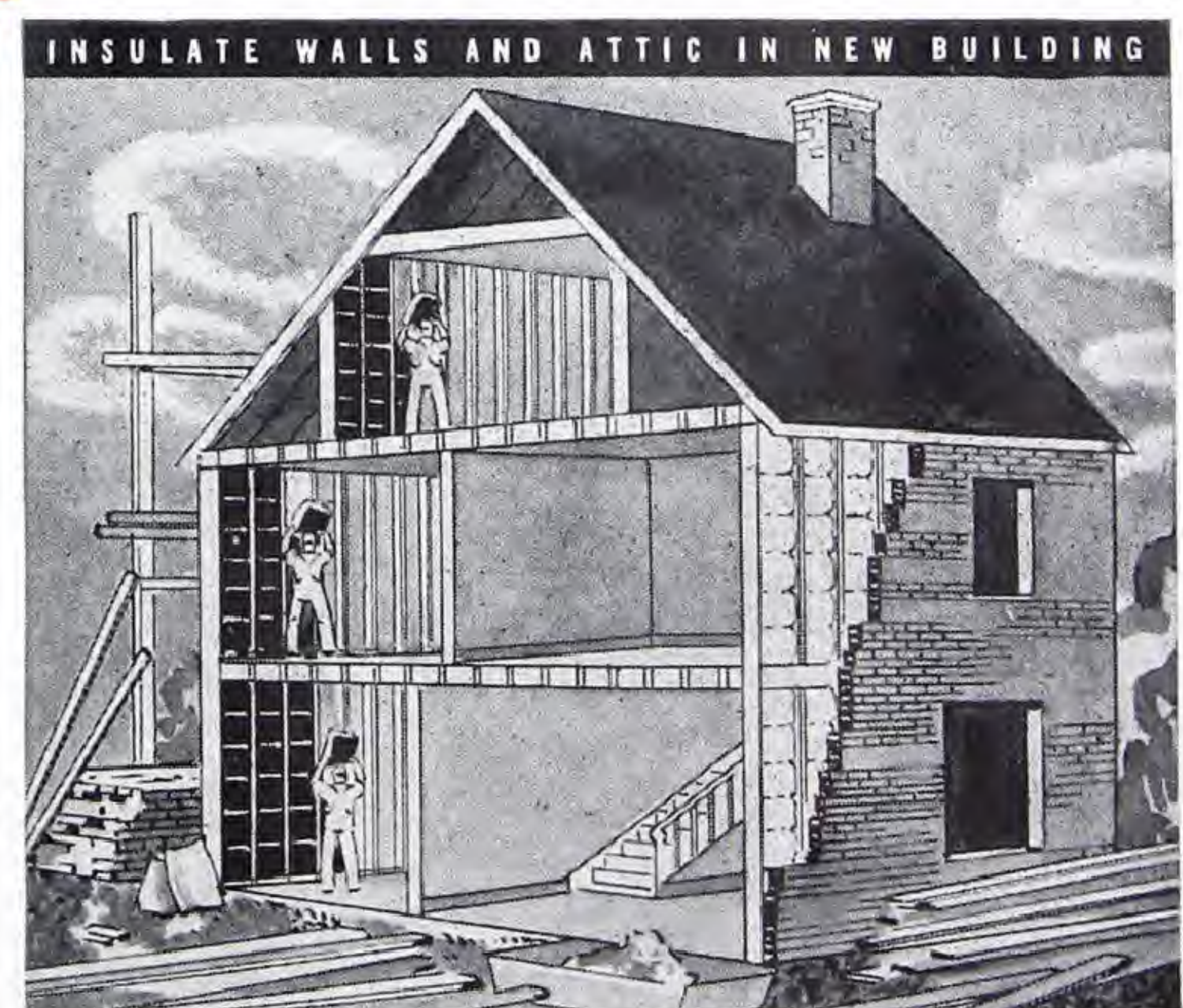
Almost half of your furnace heat in Winter escapes through the walls and roof. And you can prevent most of this—because Red Top Blanket Wool applied in the attic and outside walls turns furnace heat back into your home.



The most important place to insulate is the attic in your home. If it is unused, Red Top Blanket Wool can be spread easily over the attic floor or between joists. If you are using your attic space, Red Top Blanket Wool is installed between the roof rafters.



This chart shows heat currents in an insulated home. Red Top Blanket Wool produces a more healthful, uniform temperature—drafts are checked—upstairs rooms are warm—temperature differences at various room levels are reduced.

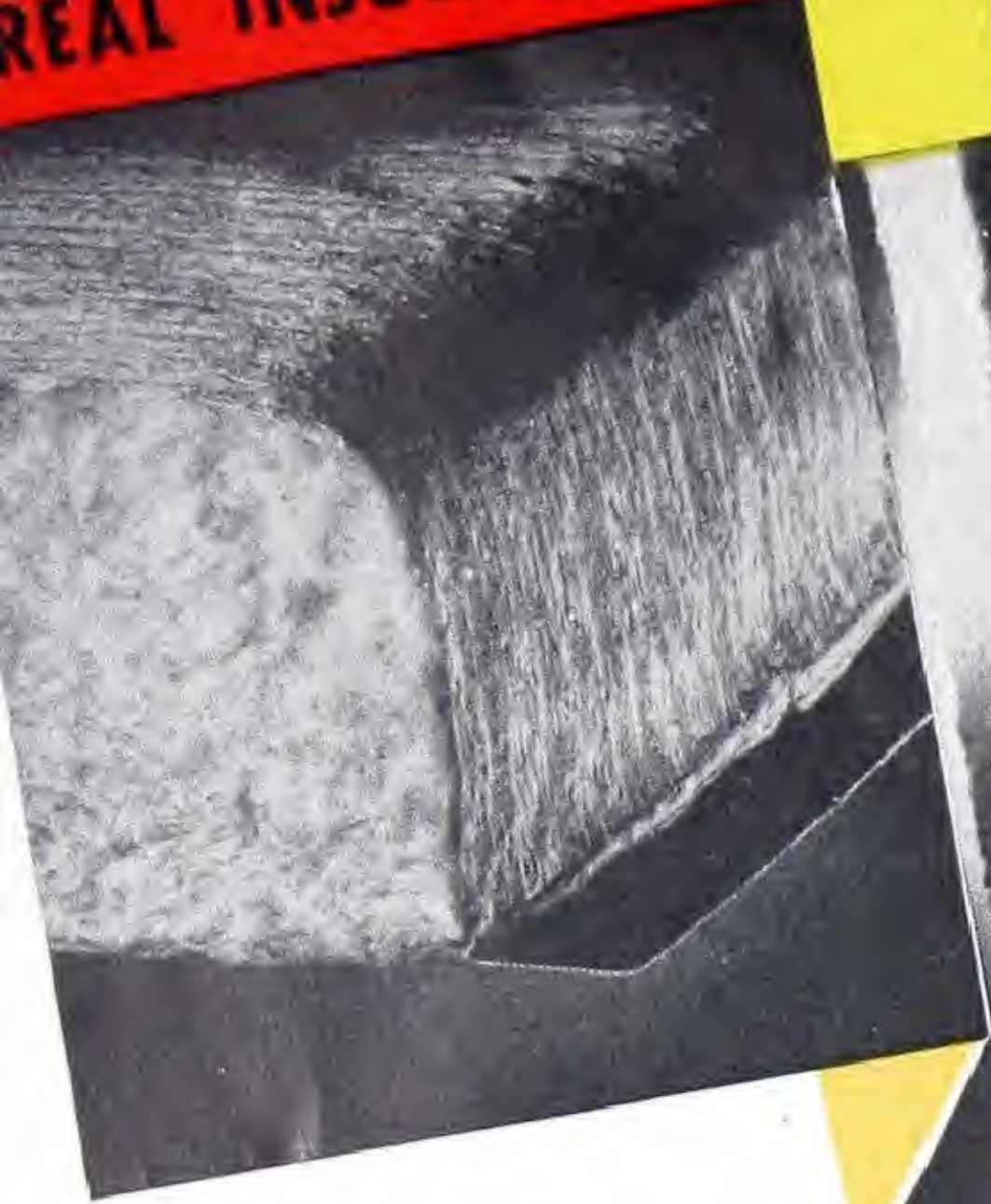


New homes should be insulated in both the walls and the roof. Sidewall insulation should be 3-inch Red Top Blanket Batts for frame construction, or Insulating Rocklath plaster base for masonry construction.



RED TOP WOOL MEETS EVERY INSULATING REQUIREMENT

REAL INSULATION



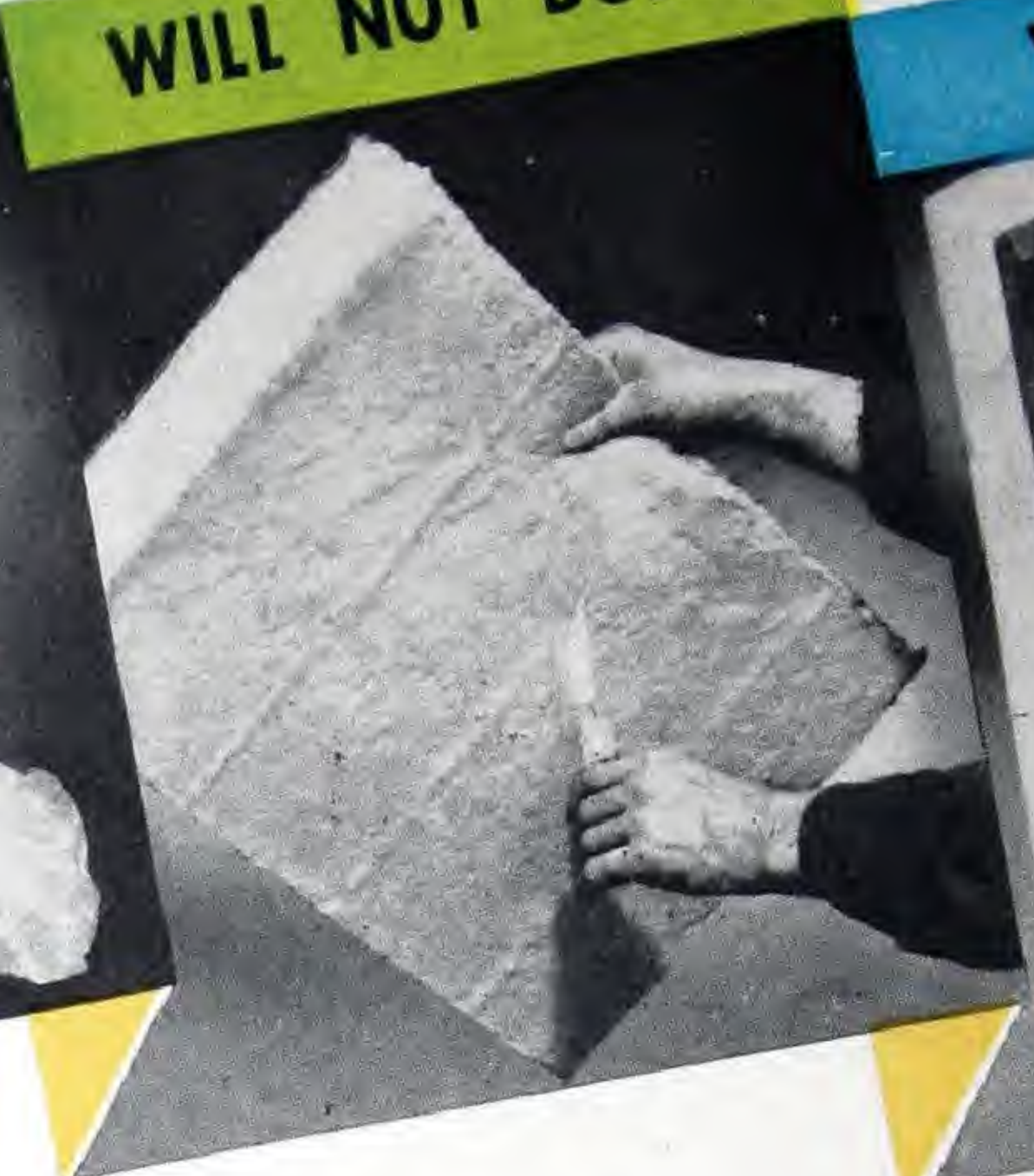
This close-up view shows fluffy, woolly, fibrous material full of air cells which provide efficient insulation. Notice there are practically no beads, shot or solids which could detract from insulation.

PERMANENT



Here you see the actual rock which is melted and blown into long, spring-like fibres—just as permanent as the rock itself. No vermin can live in this inert rock wool and there is no decay.

WILL NOT BURN



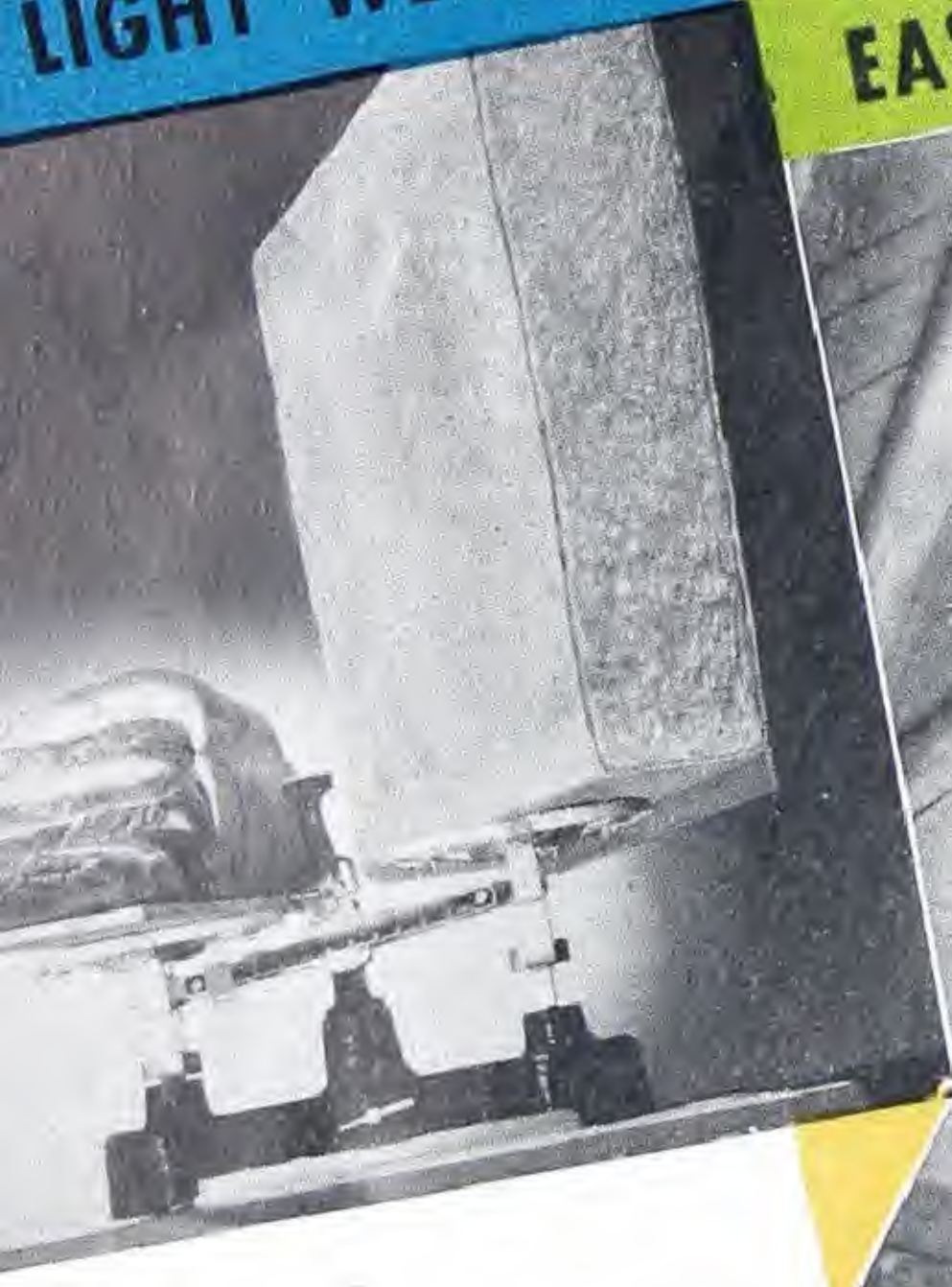
Red Top Wool does not burn, smoke, or smoulder. This wool has saved buildings by stopping the passage of fire. It is also a non-conductor of electricity and has been approved by the Ontario Hydro-Electric Power Commission.

VAPOUR BARRIER



With this asphalt-treated paper between Red Top Blanket Wool and the moisture-laden air of your home, added protection is provided, meeting the specifications of the National Housing Act.

LIGHT WEIGHT



This 3 inch Red Top Blanket Batt weighs less than a few slices of bread. This important feature of light weight means that Red Top Wool adds little additional strain on structural framework.

EASY TO HANDLE



Red Top Blanket Batts are semi-rigid and can be quickly and easily installed in hard-to-get-at places. Jacket-enclosed Red Top Batts with strong nailing flanges are easily tacked to studs and rafters.

EASY TO CUT



Red Top Blanket Wool can be trimmed to fit any space, providing snug insulation for any type of construction without waste. It can be cut by pressing a straight-edge across the wool or using a sharp saw or large scissors.

HANDY PACKAGE



Red Top Blanket Batts are packaged in a convenient size for easy handling—16" x 15½" x 48". They can be taken through trap door into open attics without breaking the package. Look for this package when you buy insulation.

Your "Hidden Value Check"

	YES	NO		YES	NO
Have you selected a fire-proof insulation? -	<input type="checkbox"/>	<input type="checkbox"/>	Is it light in weight? -	<input type="checkbox"/>	<input type="checkbox"/>
Will it be permanent? -	<input type="checkbox"/>	<input type="checkbox"/>	Has it an approved vapour barrier? - - -	<input type="checkbox"/>	<input type="checkbox"/>
Is it moisture resistant? -	<input type="checkbox"/>	<input type="checkbox"/>	Will it stay in place (has it rigidity)? - - -	<input type="checkbox"/>	<input type="checkbox"/>

THESE BEAUTIFUL ROOFINGS

Fortify

YOUR HOME AGAINST
FIRE, RAIN, SNOW,
SUN AND WIND!



A roof of beauty is a joy forever . . . in the eyes of a proud homeowner. And to-day there is an almost endless variety of beautiful asphalt roofings . . . handsome, flattering, multi-tone effects . . . smartly different shingle styles which make your home harmonize with its surroundings, yet stand out from all other homes.

But there is much more than just beauty to justify modern roofing. With Toronto Asphalt Shingles you can give your roof-top *beauty founded on rock*. In glowing colours and striking patterns, these shingles are manufactured to bring your roof "to life" . . . and also to give fortified, rock-like protection against fire, rain, snow, sun and wind.

An important "hidden value" in modern home construction is to select a roofing which *fortifies* your home against the dangers of fire . . . against the wear and tear of the heaviest weather. Such a roofing is found in Toronto Asphalt Shingles.



TORONTO ASPHALT SHINGLES ♦ CLOVER BLEND



TORONTO ASPHALT SHINGLES ♦ SUNSET BLEND



Beauty

**GLOWING COLOUR
IN SHINGLES T
FORTIFY**

Toronto Asphalt Shingles are built like a fortress from the high-grade felt base and time-defying asphalt to the permanent rock granule surface. They are available in a variety of colours and styles to meet the demand for *beauty* plus *protection* in modern roofing.

There is a Toronto Asphalt Shingle which will harmonize perfectly with the style of your home and its natural surroundings . . . at a price that is well

All styles are available in four stand

Your "Hidden Value" Check Have
Will
ra
Will
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GENTRY 3-IN-1 SHINGLE

210 lbs. per sq. Uniform in thickness with narrow cut-outs. Gentry square tab shingles with double coverage provide longer wear and are the most popular strip shingle in the 210 lb. class. Also Nobility made at 240 lbs. for massive appearance and extra wear.



Blends

FOR YOUR ROOF-TOP
THAT ARE BUILT TO
YOUR HOME !

within your building budget. See any Toronto Asphalt dealer and ask him to show you the complete range of these shingles. Four blends and several designs are illustrated on these pages. They are true reproductions, presented to help you choose your new roofing. In addition to these striking, exclusive multi-tone effects, Toronto Asphalt Shingles come in a full range of plain colours; in many distinctive designs.

a colours and four blends (shown above).

	YES	NO
selected a fire-resistant roof?	<input type="checkbox"/>	<input type="checkbox"/>
fortify" your home against sun, wind, snow? - - - -	<input type="checkbox"/>	<input type="checkbox"/>
tain its original beauty without enance? - - - -	<input type="checkbox"/>	<input type="checkbox"/>



TORONTO ASPHALT SHINGLES ♦ BRIAR BLEND

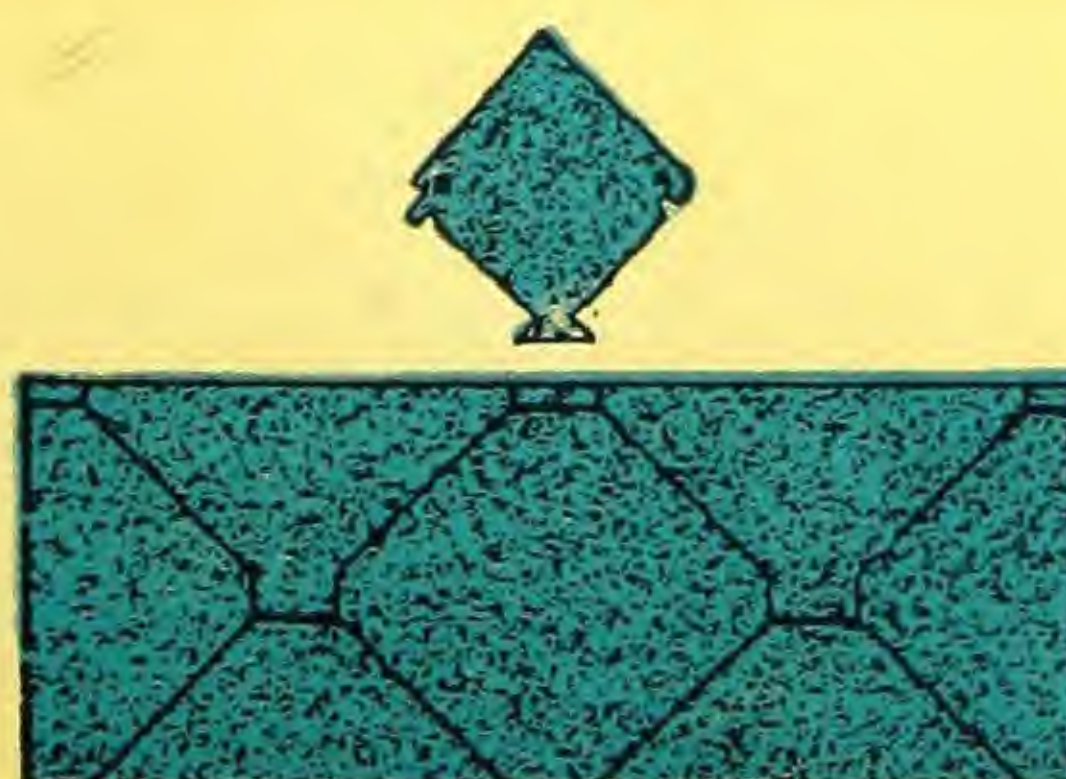


TORONTO ASPHALT SHINGLES ♦ RUSSET BLEND



HEXAGON STRIP SHINGLE

5 lbs. per sq. This is a serviceable, moderate-cost shingle presenting a hexagonal design. It is self-aligning, easy to apply, and creates a striking effect when two or more colours are applied in alternate courses.



WINLOC SHINGLE

125 lbs. per sq. An interlocking, individual shingle with three inch side and head lap assuring reliable weather and wind protection. Specify Winloc Shingles for re-roofing your home, farm buildings or any large area at low cost.

SHEETROCK

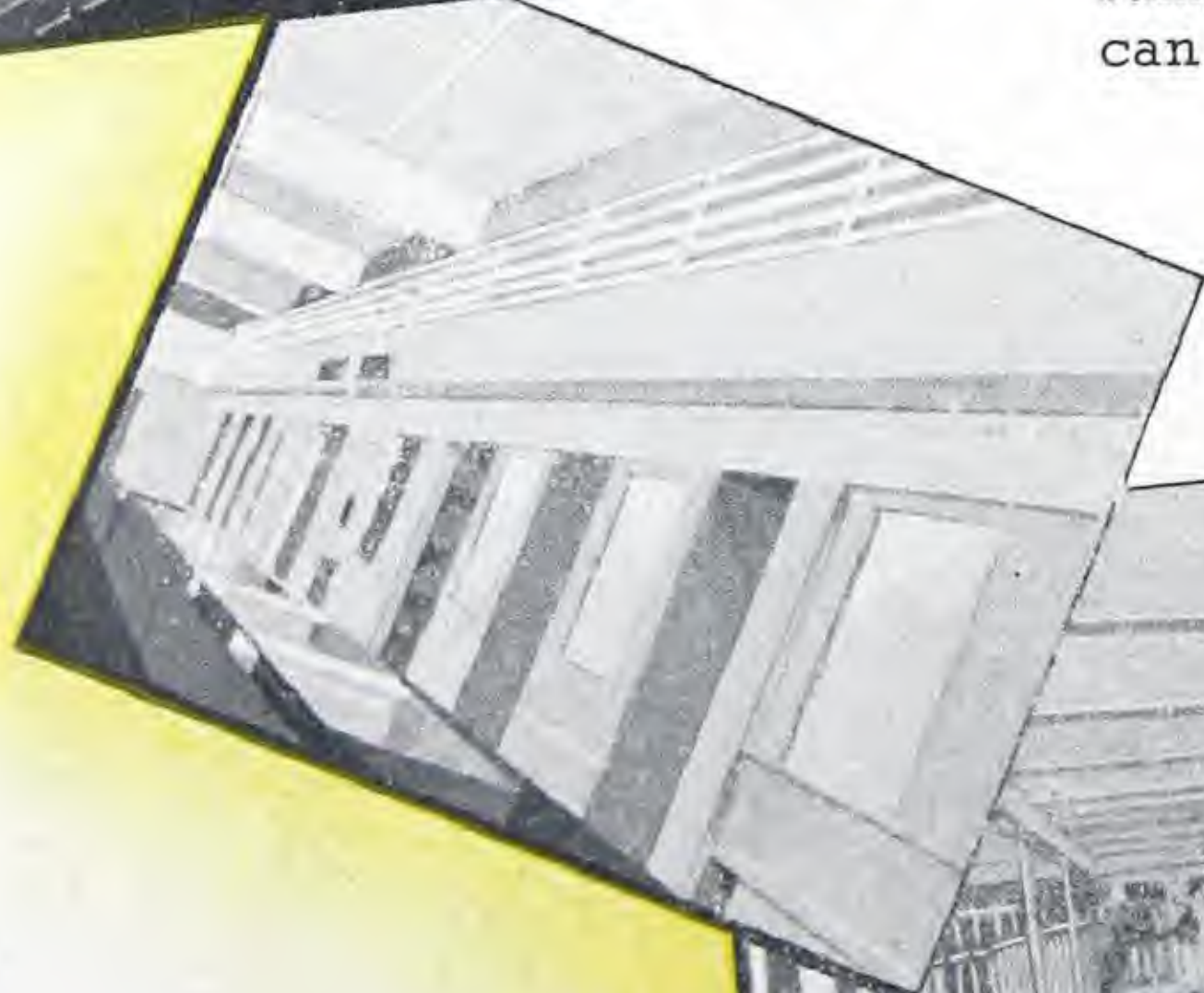
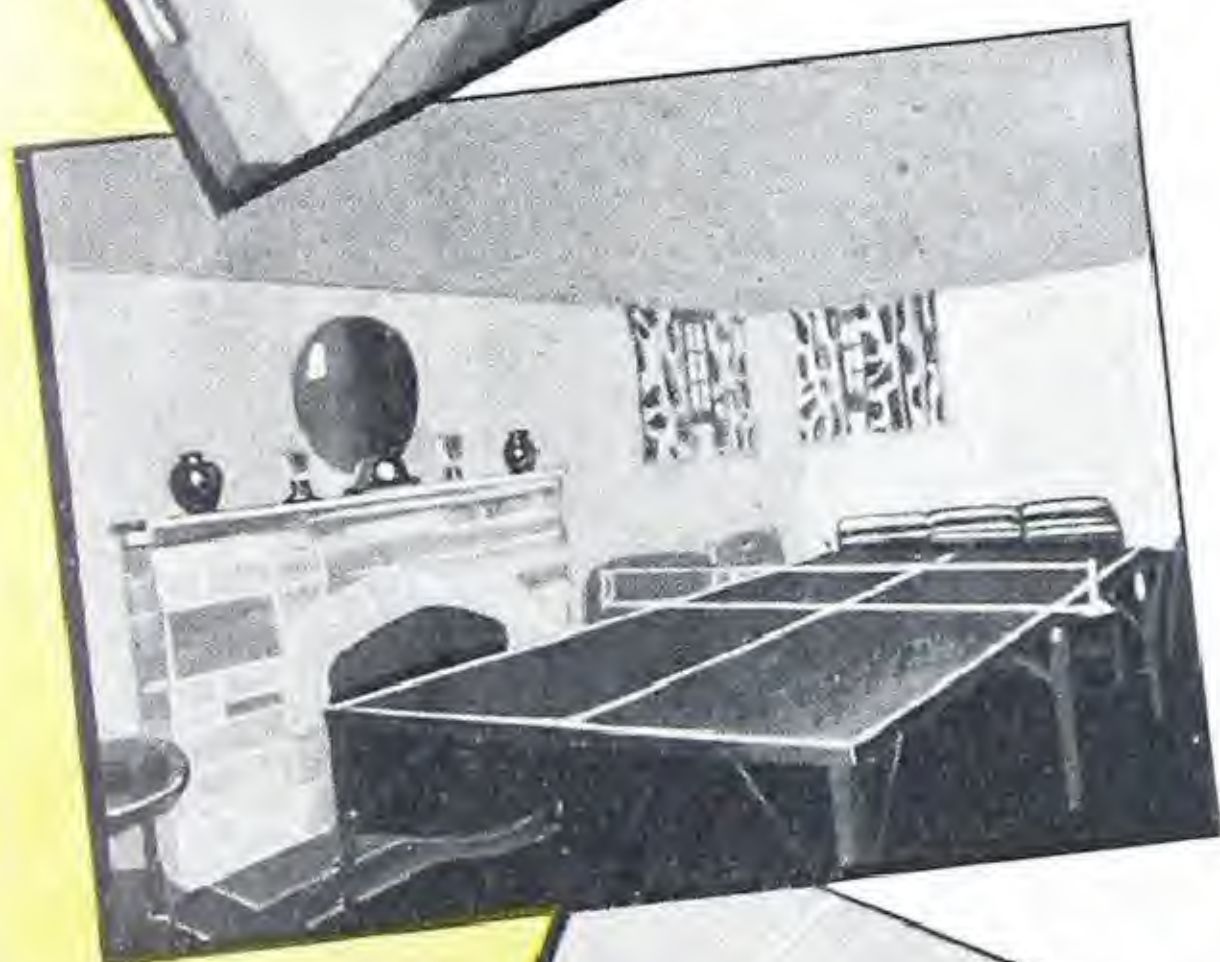
THE FIREPROOF WALLBOARD

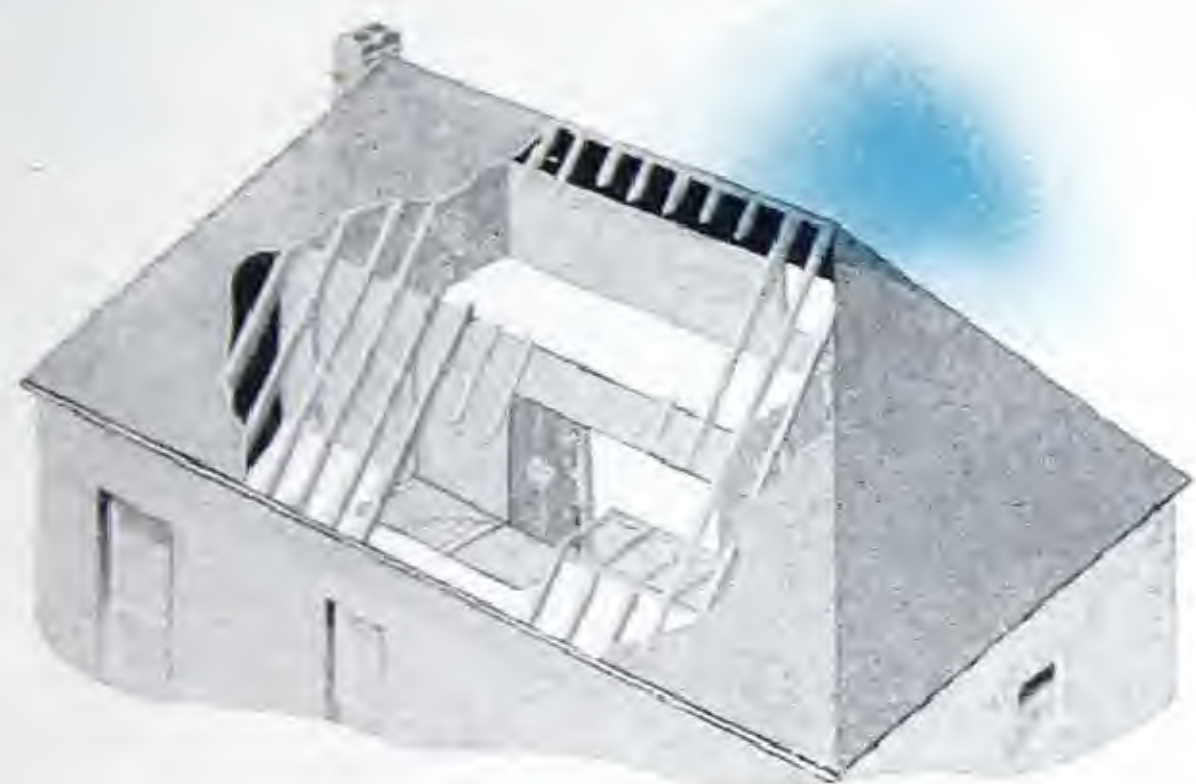
**PROVIDES LOW-COST ROOMS FOR NEW HOMES . . .
FOR ALTERATIONS . . . FOR BUSINESS PREMISES . . .
FOR FARM INTERIORS . . . WHEREVER A WALL OR
CEILING IS NEEDED !**

Up to now, in this book, you have seen how *beauty founded on rock* can help you build for a lifetime. Now you meet a companion product . . . an unusual, low-cost wallboard with a face of beauty and a heart of fireproof gypsum rock . . . which offers you endless opportunities to add new rooms or partitions in your home, your office, farm, store or factory.

Sheetrock is a fireproof wallboard with special features available in no other type of interior wall and ceiling material. It has a core of rock that makes it fireproof, warp-proof and vermin-proof. Large permanent Sheetrock panels are nailed into place—joints are made to vanish quickly—smooth walls of sparkling beauty results when decoration is applied. All this is done in a very short time—at low cost. Another reason for Sheetrock popularity is that it can be decorated with any type of material and later redecorated.

Sheetrock is an inexpensive, protective wallboard which helps you make rooms of permanent beauty . . . wherever and whenever you wish. Your C.G.C. lumber or building supply dealer can supply Sheetrock to you. He will be glad to show you actual samples, quote prices and recommend a qualified carpenter who can supply an estimate of erected cost.





SHEETROCK FOR ATTICS

Gone are the days when attics were rooms without a purpose. The illustration above shows how Sheetrock transformed the spare room up under the eaves into a beautiful, restful bedroom. Sheetrock builds so much for so little, there's a place for *this* room in everyone's budget.



Left — In this attic nursery, tiny tots can romp and play to their hearts' content. Because Sheetrock takes any decoration and can be re-decorated, it would be simple to change this room into a study for Dad, a spare room for the young folks to entertain in, or a guest room.





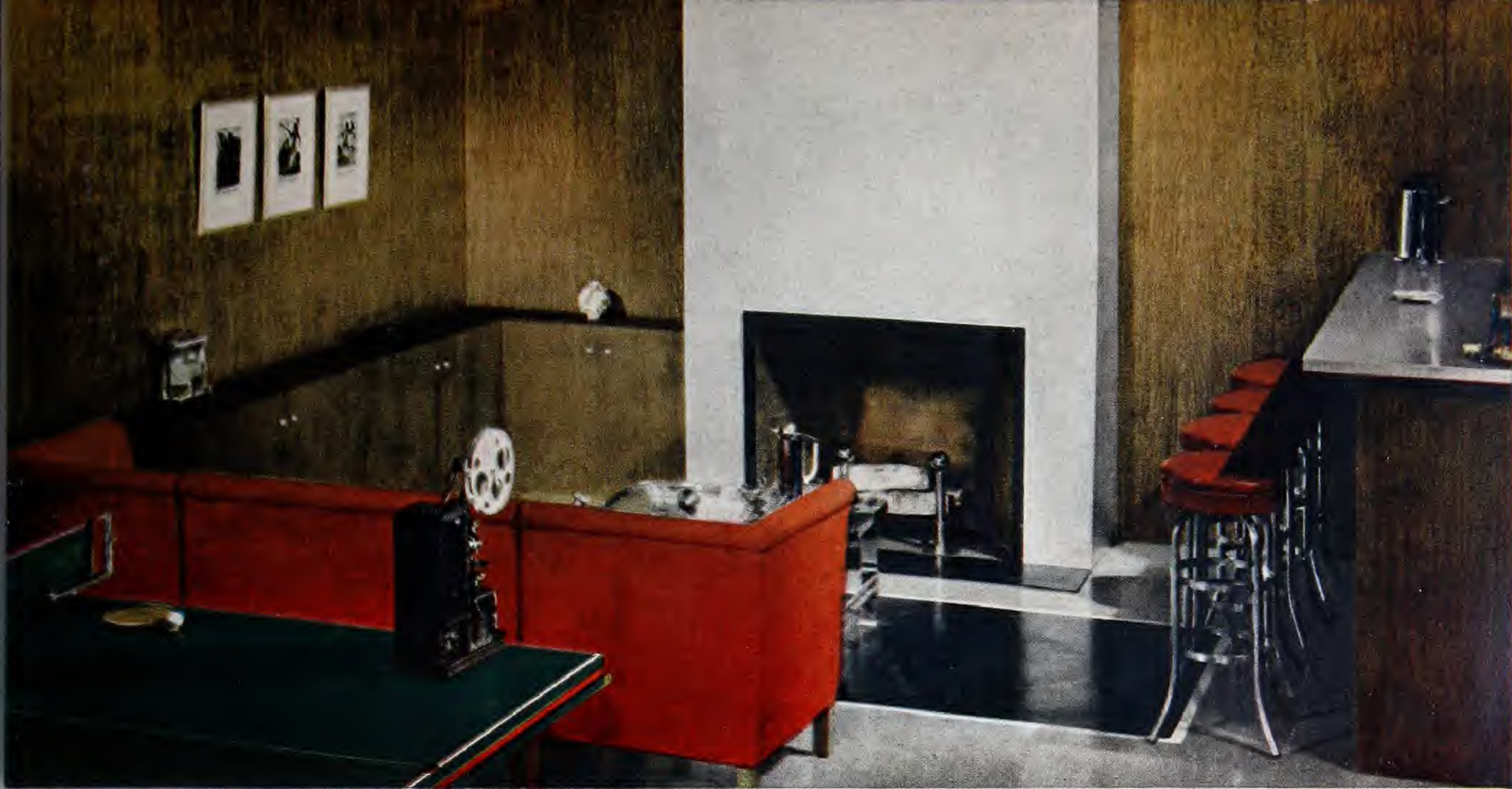
SHEETROCK FOR BASEMENTS



In this modern home, what used to be a dark and dingy cellar has become a delightful addition to the living quarters. Sheetrock—the outstanding wallboard which costs so little and is so easy to use—has made the difference.

Above, we see a real boy's room done with Sheetrock in Knotty Pine grain. Similarly attractive rooms can be planned to accommodate a modern laundry, a sewing room for Mother, an extra living room or recreation room for the entire family.

Sheetrock is permanent; won't warp or buckle out of place . . . and it's *fireproof* as materials for basements should be.



Yesterday only a cellar—today a useful recreation room. Remodelling like this is easy with Walnut Sheetrock.

APPLICATION DETAILS FOR WOODGRAIN SHEETROCK

CUTTING: Score the grained surface with a sharp knife or cut the board with a saw—just like lumber.

NAILING: Support all joints with framework or headers. Butt square folded edges tightly. Use small-headed finishing nails $1\frac{1}{2}$ " long—drive flush with surface. Nail at 45° angle— $\frac{3}{8}$ " from the edge and 6" to 8" apart on walls and 5" to 7" apart on ceilings.

Wherever moulding covers the nails, use 13 gauge, $\frac{3}{16}$ " head, coated nails $1\frac{1}{2}$ " long over framework, and 13 gauge, $\frac{3}{16}$ " head, coated nails 2" long over old surfaces.

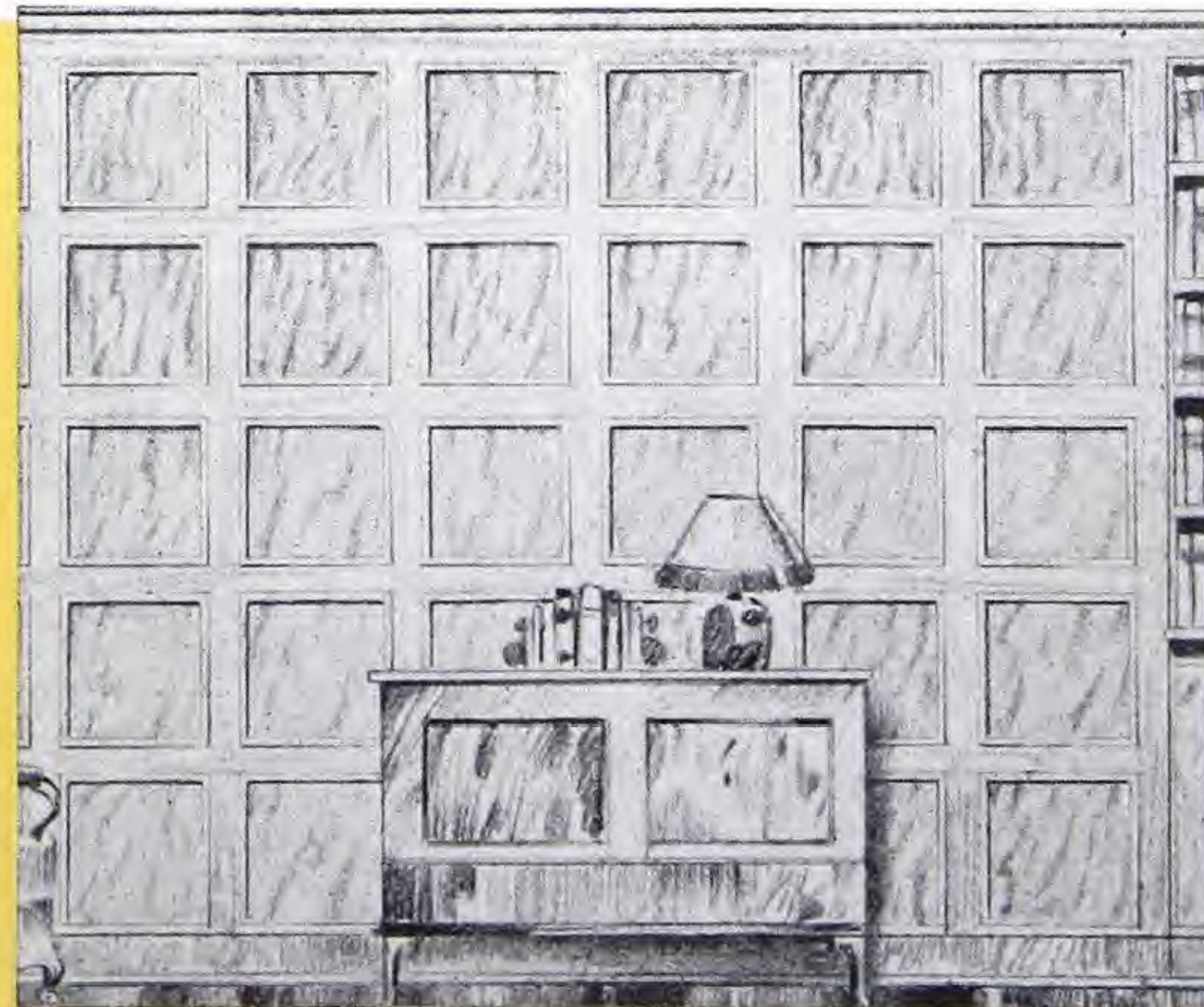
FINISHING: If exposed nail heads do not fit the decorative scheme, spot them with plastic wood or putty tinted to match the grained surface. Do not sandpaper. Woodgrain Sheetrock is lacquered during manufacture and is generally used without further treatment. If further treatment is desired, give the surface one coat of white shellac. After this treatment, it can be varnished or waxed and polished.

SHEETROCK GIVES YOU . . . "NEW ROOMS FOR OLD"

In any house, Sheetrock does a major job of remodelling at surprisingly small cost. It goes on over old, dingy surfaces—bringing new life and beauty to faded interiors. With Sheetrock—the things you want to do—come true. You can re-plan a room completely . . . and carry out your ideas with amazing simplicity with this unique, fireproof wallboard. Walnut (shown in the recreation room above) is another attractive Sheetrock finish. Ask your architect, your builder, or any C.G.C. dealer to give you complete information on this wonderful, room-making material that's *made from rock*.



Knotty Pine and Walnut Sheetrock have sufficient beauty for use without panel strips if desired. When relieved by wood or chrome mouldings, however, the effect is most pleasing.





SHEETROCK FOR CANADIAN FARMS

Right at home on the farm, Sheetrock is a practical product . . . a fireproof, utility wall-board which brings permanent protection to farm homes and buildings.



Above—Here's a neat and tidy farm kitchen with service room adjoining. Sheetrock walls and ceilings may be enamelled or painted; they are permanently beautiful and easy to clean.



Above—A home that would make any cow contented, and any dairy farmer proud. These Sheetrock walls won't burn, won't warp, and are vermin-proof. Modern farmers choose fireproof Sheetrock for every wallboard use.

Sheetrock has many friends among Canadian farmers; has many uses on modern farms



In Farm Homes



In Garages



In Storage Buildings



In Dairy Buildings



In Work Shops



In Machine Sheds



In Hog Houses



In Pump Houses



In Oil and Gasoline
Storage Buildings

. . . . and in all other farm buildings where cleanliness, modern beauty and practical fire protection are necessary.

SHEETROCK MEETS THE PUBLIC!

An unusually convincing demonstration of the low cost and protective features of Sheetrock is found in the fact that Canadian business men, building owners and industrial managers, are putting this practical wallboard to work *on a paying basis*. The flexibility of this

permanent wallboard . . . with its "thousand-and-one" uses—and permanently jointless Perf-A-Tape System—has helped leading business men remodel, redesign, and redecorate with speed and economy.

● IN OFFICES

Sheetrock gives reception rooms and office interiors an atmosphere of inviting efficiency. Walls and ceilings of Sheetrock may be painted in light-reflecting shades that increase office production and reduce errors—or Woodgrain Sheetrock in Walnut or Knotty Pine can be used for distinctive private offices or reception rooms. So quickly is Sheetrock applied or redecorated that the change is usually made without taking "time out" from business!

● IN RESTAURANTS AND CLUBS

People look before they eat! And Sheetrock is now being used in many of our leading clubs and restaurants to provide that fresh, appetizing appearance which encourages return visits.

● IN STORES AND DISPLAYS

Fresh, new-looking and safely fireproof, Sheetrock walls and ceilings say "come in and buy" in many smart shops. Display men depend on Sheetrock's ease of application, invisible Perf-A-Tape joint system and versatility to make quick overnight changes.

● IN HOTELS AND AUDITORIUMS

Quiet dignity or eye-opening modernity . . . Sheetrock helps hotel and auditorium operators to create the right mood at lowest cost. Maintenance costs are kept at rock-bottom levels.

● IN INDUSTRIAL INTERIORS

Purchasing agents and production men have long since agreed that brighter surroundings encourage better work. Especially suitable for industrial interiors, Sheetrock won't warp, rot, or burn. It combines safety with economy.





FIREPROOF

DECORATIVE



JOINABLE

INSULATING



PERMANENT

NON-WARPING



STRONG

QUICKLY ERECTED



LOW IN COST



9 FEATURES
A WALLBOARD SHOULD HAVE
and...
SHEETROCK
HAS THEM ALL!



Beneath the decoration, the base that builds interior walls must have sound construction features—all 9 of them—and Sheetrock has them all. Through research, Sheetrock is more than just a wallboard—it is a pre-cast interior founded on rock.

FIREPROOF—Sheetrock will not burn or transmit heat.

DECORATIVE—Takes any form of decoration and can be redecorated.

JOINABLE—Sheetrock joints can be made invisible or covered with panel strips in wallboard fashion.

INSULATING—Sheetrock Insulation Board provides a barrier against moisture or Summer and Winter heat.

PERMANENT—The gypsum mineral core of Sheetrock is as permanent as the Pyramids.

NON-WARPING—Sheetrock is inert and will not shrink or swell with moisture changes.

STRONG—Rigid strength reinforces framing, resists fracture.

QUICKLY ERECTED—Pre-cast panels of Sheetrock are easily cut and applied.

LOW IN COST—Low price and rapid handling provide substantial interiors within everyone's budget.

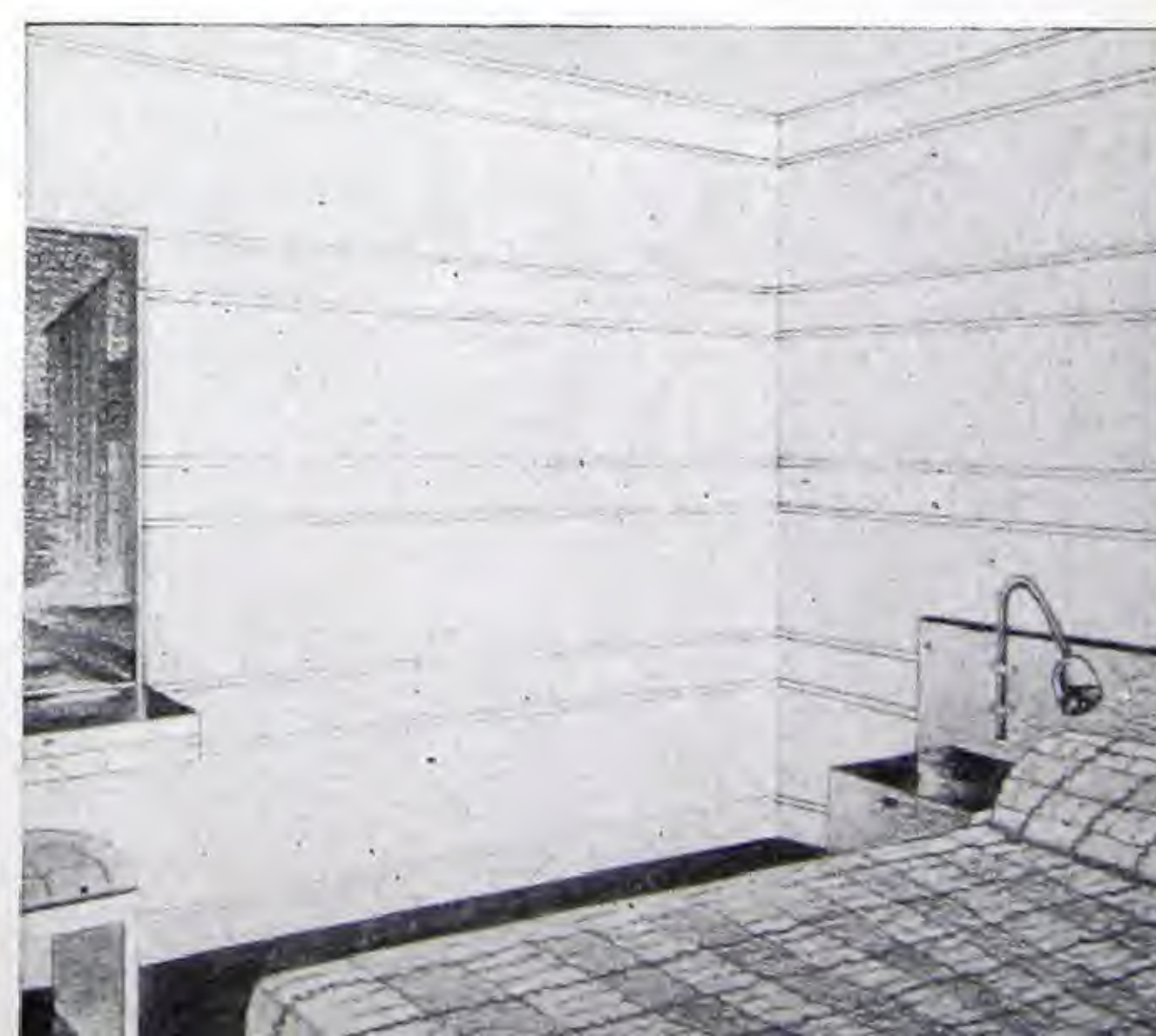
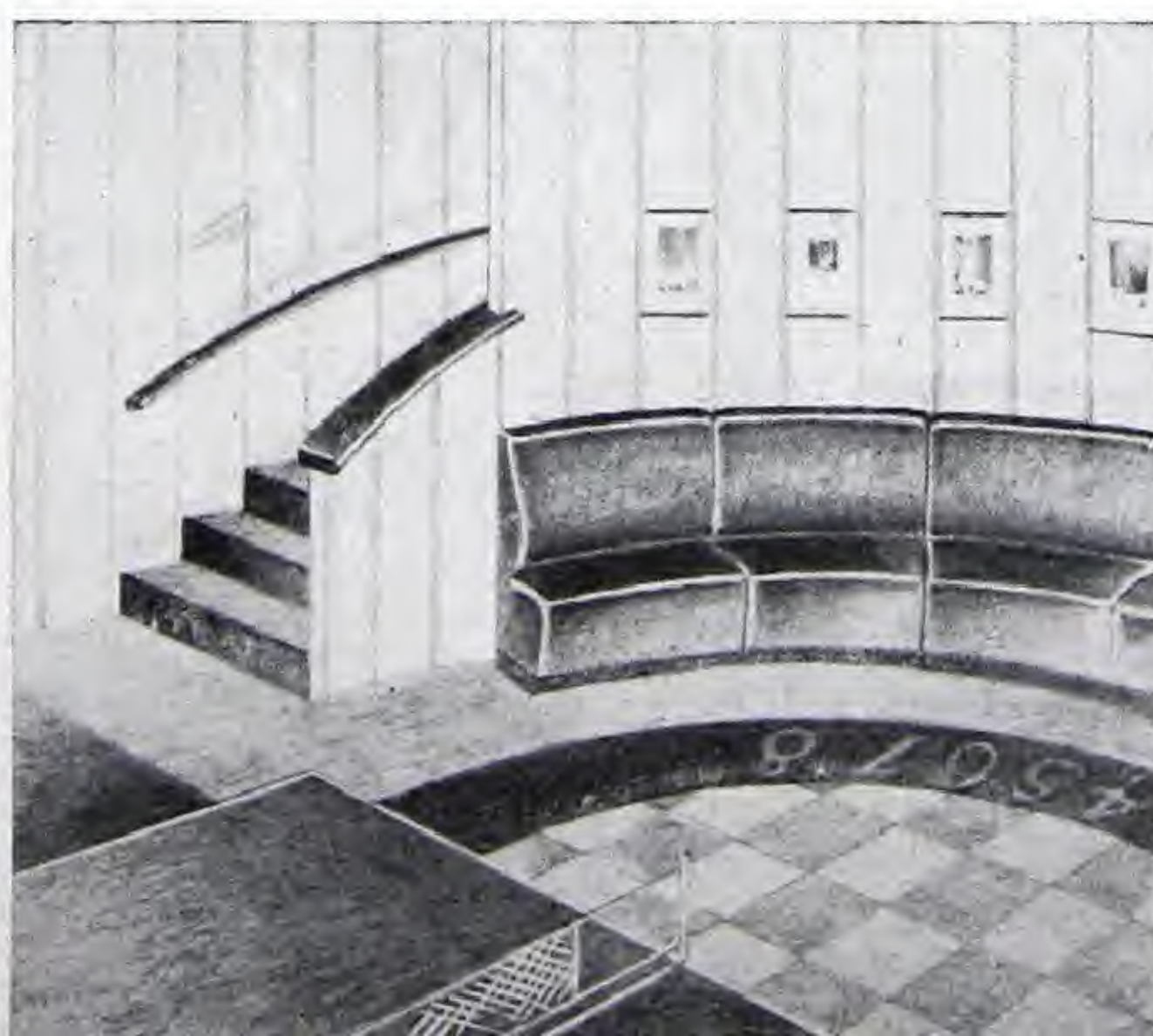
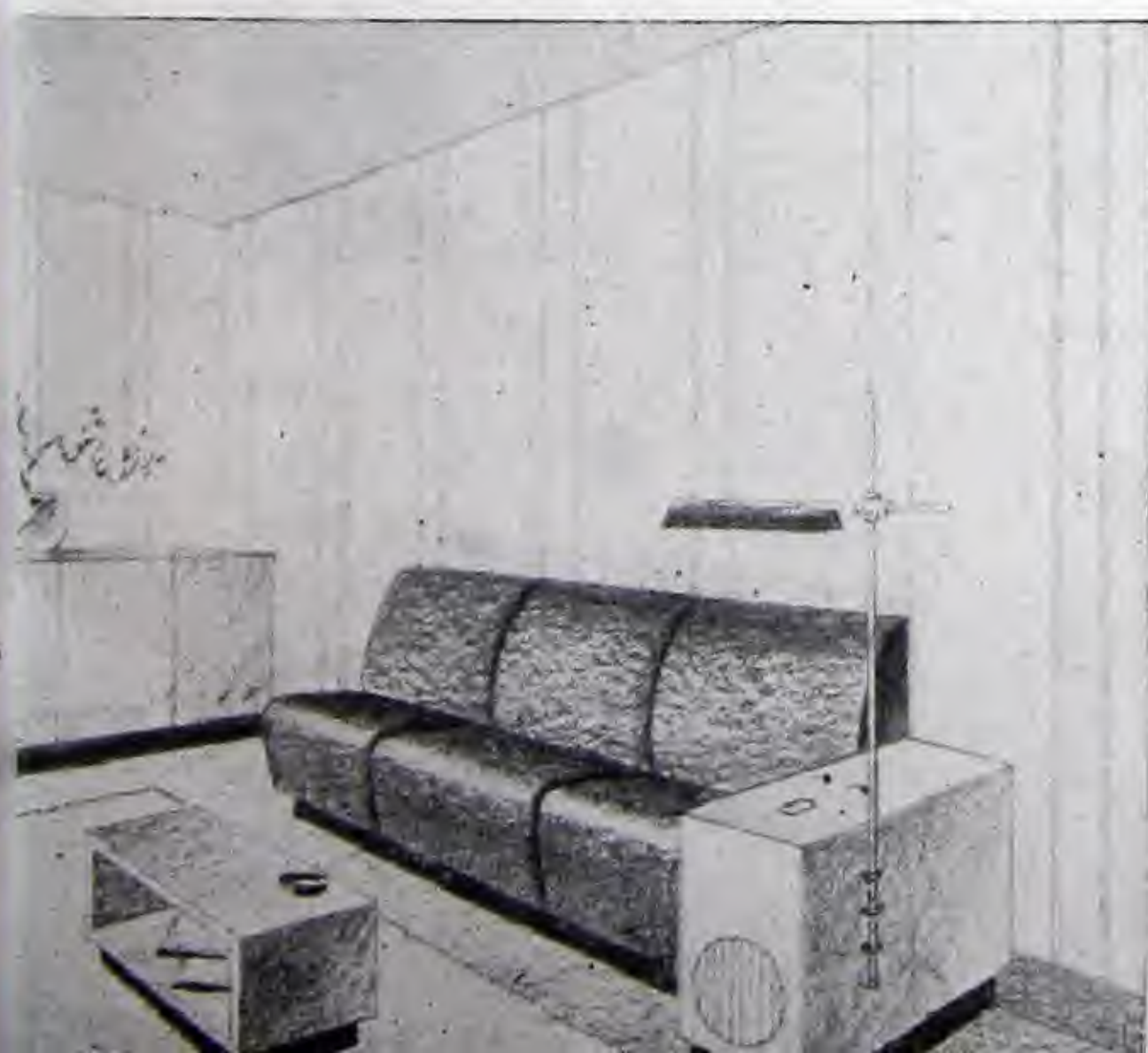
SHEETROCK MEETS EVERY PRICE AND PURPOSE

	DESCRIPTION	RELATIVE COST	WHERE TO USE
HALF-INCH SHEETROCK	A super-strength wallboard—full ½ inch thick with gypsum core and recessed edges for invisible joint treatment. Made 4 ft. wide by 6, 7, 8, 9, 10, or 12 ft. long—with scuff-proof ivory surface for any type of decoration.	Construction with this product is in approximately the same price range as plastering. When reinforced at the joints with Perf-A-Tape, this product is virtually crackless and is applied and decorated quickly with almost no muss or fuss.	Over framing of interior walls and ceilings in new or old residential and business buildings where stability, speedy construction, versatile decoration and fire protection are required. Joints can be made invisible or covered with panel strips.
THREE-EIGHTHS INCH SHEETROCK	This is full ¾ inch thick, with gypsum core, ivory surface for any type of decoration. It is available with recessed edges for invisible or panel strip joint treatment. Made 4 ft. wide by 6, 7, 8, 9, 10, or 12 ft. long. Packaged two sheets per bundle.	Three-Eighths Inch Sheetrock is in a lower price range than insulation or ply-wood panel wallboards—yet it provides fire protection, versatile decoration with any treatment, rigidity, permanence and non-warping construction, quickly and cleanly.	Use over interior framework to build walls and ceilings in new buildings—to alter interiors in old homes—for partitions in business buildings—or for permanent interiors which are enduring and fire-protective.
QUARTER-INCH SHEETROCK	The utility wallboard in the Sheetrock family. Quarter-Inch thick Sheetrock has a fireproof core of gypsum—ivory surface for any decoration—with square edges for use with or without joint treatment—made 4 ft. wide by 6, 7, 8, 9, 10, or 12 ft. long.	Quarter-Inch Sheetrock sells in the same price range as paper wallboard—yet it has all the fireproof, non-warping, permanent and decorative features that have made Sheetrock famous—it is truly an economy product. It is often used for covering old cracked walls.	Because of great flexibility, Quarter-Inch Sheetrock is used for curved surfaces and display work. Because of low price and ¼ in. thickness, it is used to directly cover cracked plaster walls or ceilings—and for lining cottages, garages, farms, etc.
INSULATING SHEETROCK	This Sheetrock product combines the fireproof, permanent, non-warping and decorative features of Sheetrock with efficient, dependable insulation. It is two products in one—made ¾ inch thick by 4 ft. wide and 6, 7, 8, 9, 10, or 12 ft. long—packaged two sheets per bundle.	Insulating Sheetrock sells in the same range as ½ inch insulation board—yet its insulating efficiency in construction is superior, and it provides all of the Sheetrock features which are essential in modern building, plus an unsurpassed moisture barrier.	Use Insulating Sheetrock to build walls and ceilings over the inside framework of the outside walls or roof rafters. Recessed edges permit invisible or panel strip joint treatment, and the ivory surface will take any type of decorative treatment.
WOODGRAIN SHEETROCK	The surface of Woodgrain Sheetrock has all the beauty and colouring of actual wood panels. It is available in Walnut and Knotty Pine. The wallboard panels are ¾ in. thick by 4 ft. wide and 7 to 10 feet long—packaged two sheets per bundle.	Woodgrain Sheetrock is among the lowest priced pre-decorated wallboards on the market. It is an exclusive Sheetrock development and has no equal for distinctive beauty. Square edges permit joints to be panelled with wood or chrome strips or left uncovered.	Walnut Sheetrock is exceptionally suitable for formal panelling in offices, libraries, hotels, restaurants, hallways, etc. Use Knotty Pine Sheetrock for attic, basement, restaurant, cottages, displays or other informal interiors.

SHEETROCK PANELLING EFFECTS

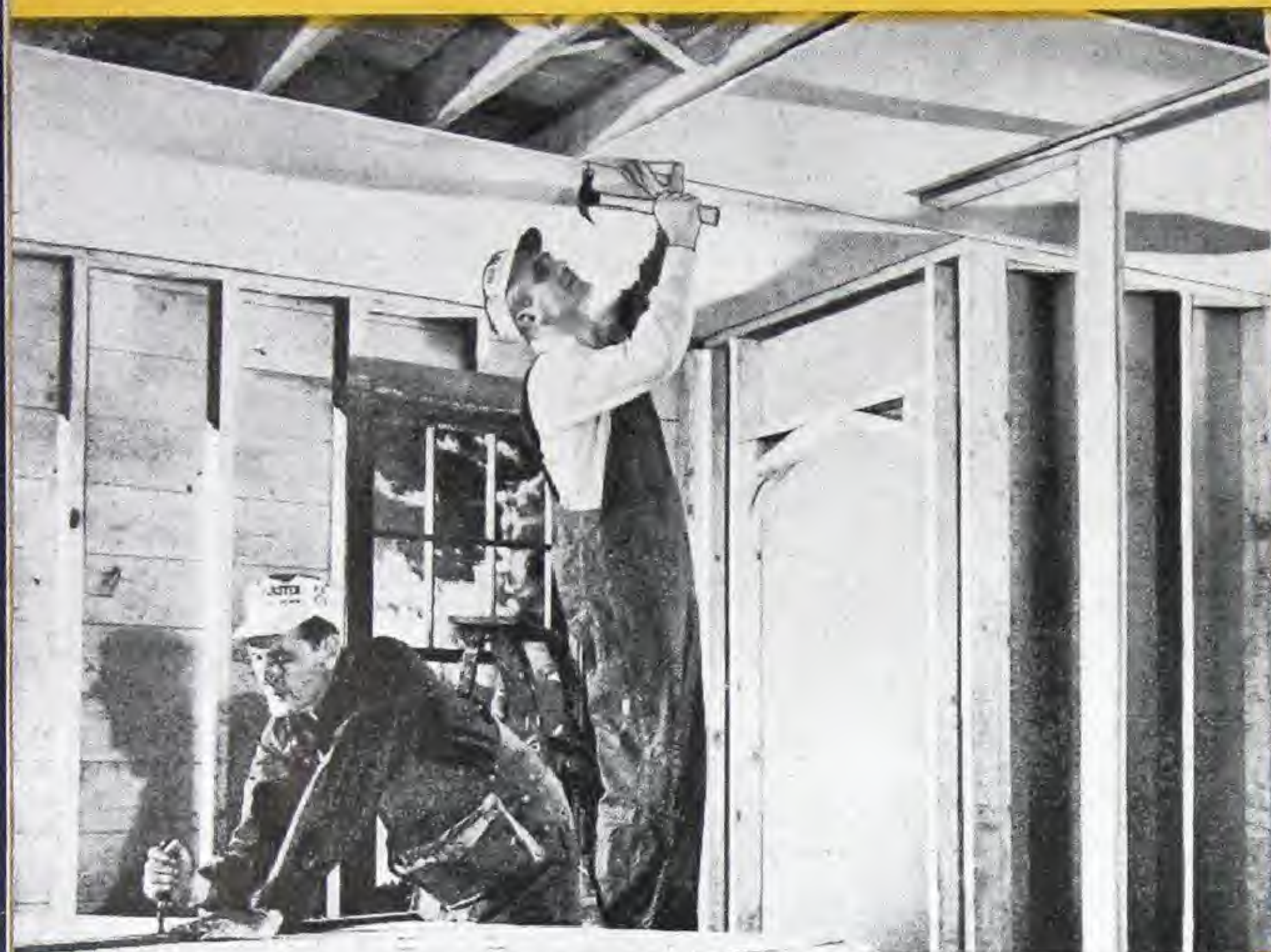
In many cases, where economy or random effects are required, wood panel strips are used over Sheetrock joints. The versatile nature of Sheetrock makes it well

suited for any treatment because it takes any type of decoration. There are many stock mouldings obtainable at almost every lumber yard.



APPLYING SHEETROCK AND MAKING JOINTS INVISIBLE

Sheetrock is applied quickly over framework or old cracked plaster—joints can be made permanently invisible for unbroken interior decoration or covered with panel strips in typical wallboard fashion—decoration can be anything you desire, from paint to wallpaper.



1. Sheetrock is packaged for safe and easy handling to and on the job. The large sheets can be rapidly cut by scoring with a sharp knife. The open framing or cracked plaster surface is made true and even as a base. Large Sheetrock panels are then nailed into place, with the ceiling always being applied first.



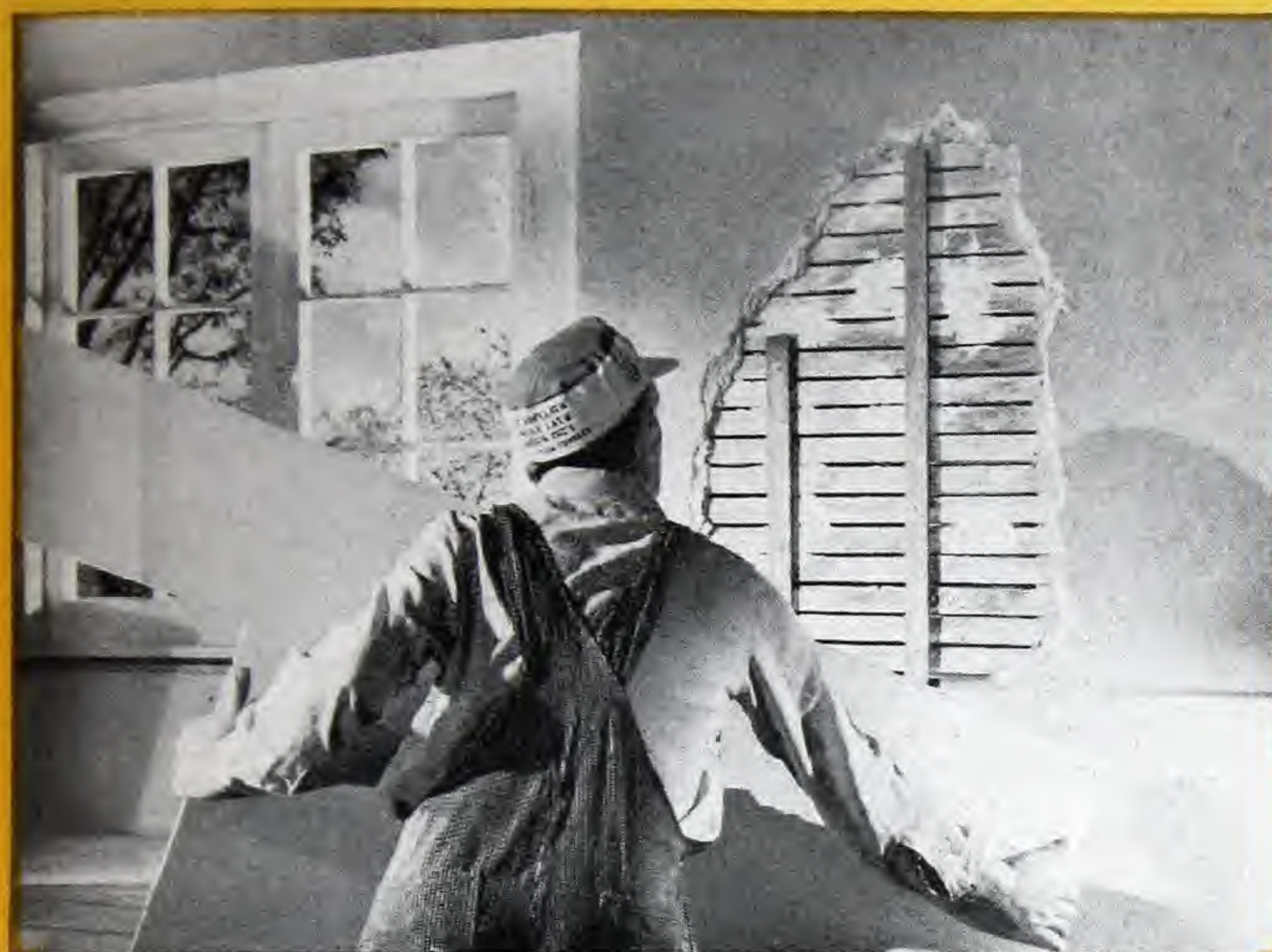
2. When joints are reinforced with the Sheetrock "Perf-A-Tape" system, the panels can be applied horizontally across the framing—thus reducing joints up to 33% as compared to vertical application. Erected in this way, two panels 4 ft. wide and 10 or 12 ft. long cover the average wall and reinforce the framework. Apply top panel first.



5. When Sheetrock is in place, the joints are ready for any one of several treatments. Above shows the first step in applying Perf-A-Tape, an exclusive Sheetrock development which makes joints permanently invisible. Perf-A-Tape cement is buttered into the joint channel formed by Sheetrock recessed-edges.



6. Reinforcing Perf-A-Tape is buried in the cement to make the joint stronger than the board itself. A top coating of cement over the tape brings the joint treatment flush with the wall surface. A flexible knife, the Perf-A-Tape and water comprises the system. One large box treats joints and nail heads on about 650 sq. ft. of Sheetrock.



3. Many old homes have cracked plaster ceilings or walls. Sheetrock is the ideal solution to the problem at low cost. When applied vertically or horizontally and reinforced at the joints with Perf-A-Tape, Sheetrock re-covers the unsightly rooms and is decorated with any type of decoration being used in the house.



4. Sheetrock panels are quickly nailed in place. Use a Sheetrock nail or coated nail 13 gauge, $1\frac{1}{2}$ " long with $\frac{3}{16}$ " head. Over plastered surface, use 2" length. Space nails $\frac{3}{8}$ " from edges and 6" to 8" apart on walls and 5" to 7" apart on ceilings. Arches are formed by scoring the back of the board and nailing into the arch framework.



7. The Sheetrock "Perf-A-Tape" joint system is adaptable to all problems of room construction. Here is the forming of a perfect arch. Interior and exterior wall or ceiling angles are reinforced as easily and quickly. In a few hours decoration is applied and the interior completed with a minimum of time, effort and expense.



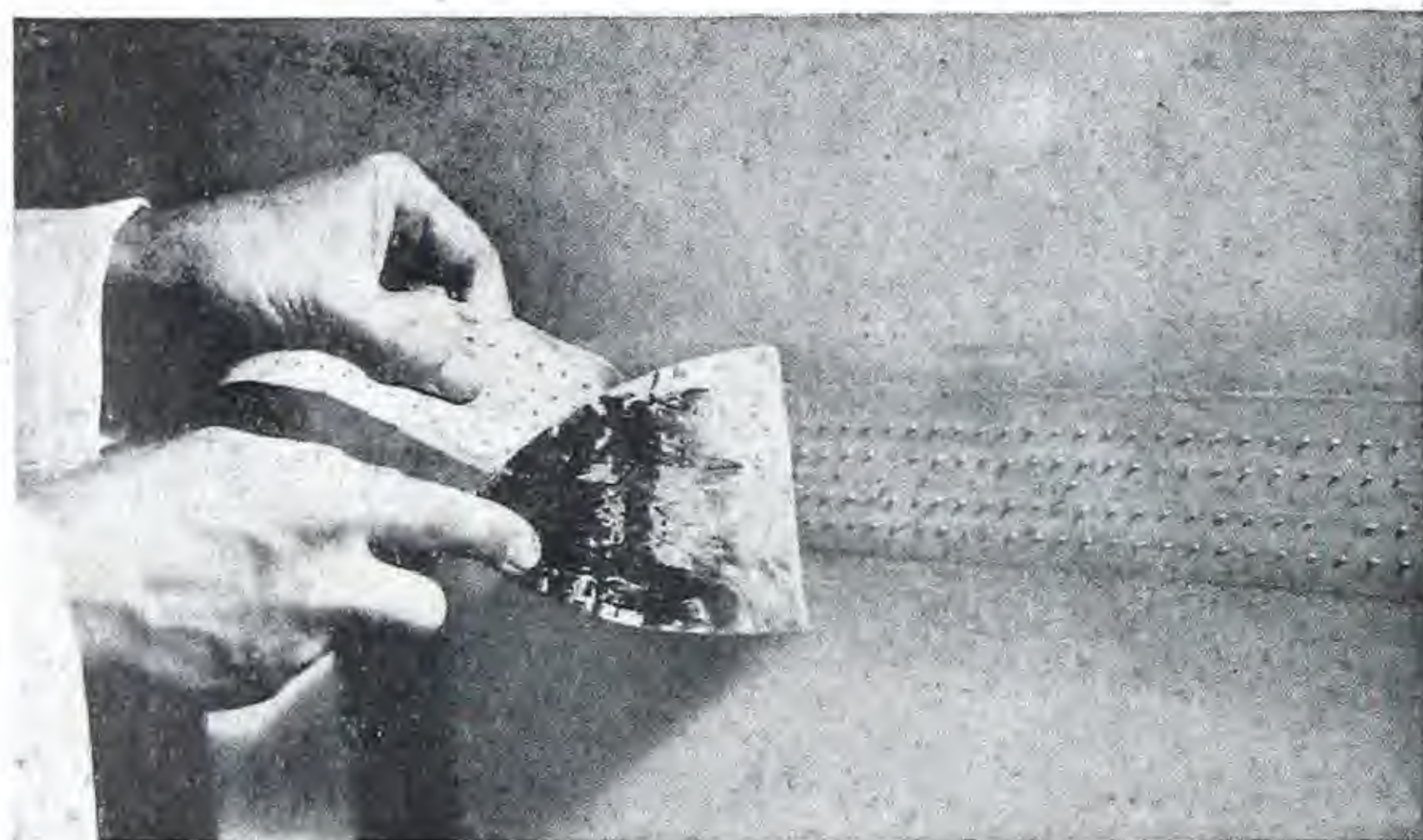
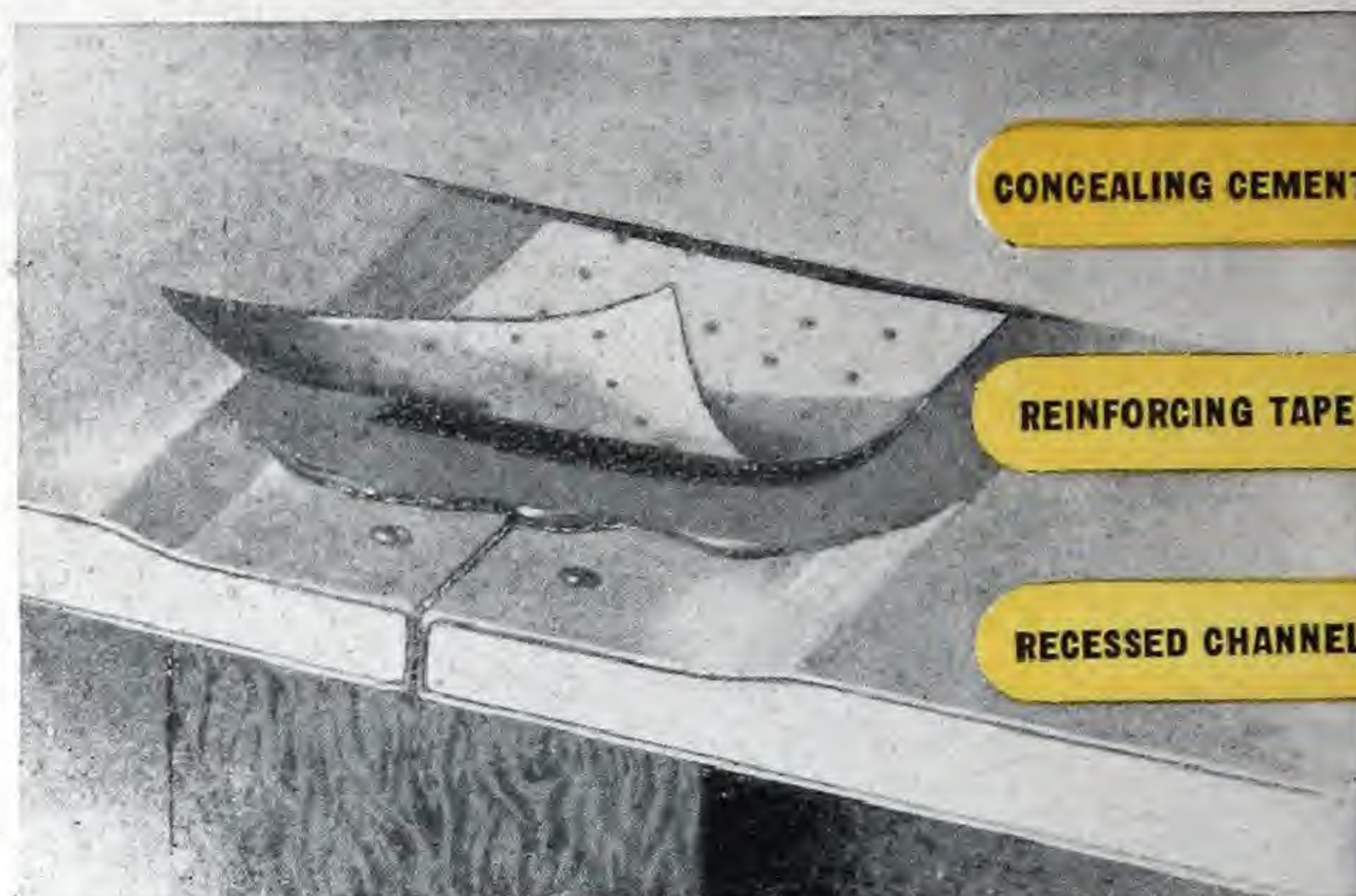
8. Wood trim, baseboards and decoration of any type can be immediately applied to these Sheetrock walls. Furnishings and drapes can be installed at once. There is no waiting—because Sheetrock is a pre-cast material with all the features required for sound construction. This saves time in building, or remodelling—and time means money.

YOU CAN'T SEE THE JOINTS WITH PERF-A-TAPE AND RECESSED-EDGE SHEETROCK

Smooth Sheetrock walls and ceilings are quickly built by imbedding the patented Perf-A-Tape joint system in the channel formed by the Recessed Edge. Joints vanish permanently under any decoration, thus creating smooth, unbroken interior beauty.

This patented system joins two Sheetrock boards together as permanently as welding joins steel. The weld is made possible by three factors—Sheetrock with the flat Recessed-Edge; Perf-A-Tape which provides reinforcement; and a special joint cement which gives a flush surface.

When completed, this joint is stronger than the board itself—yet it is quickly applied, costs very little, and causes no muss.

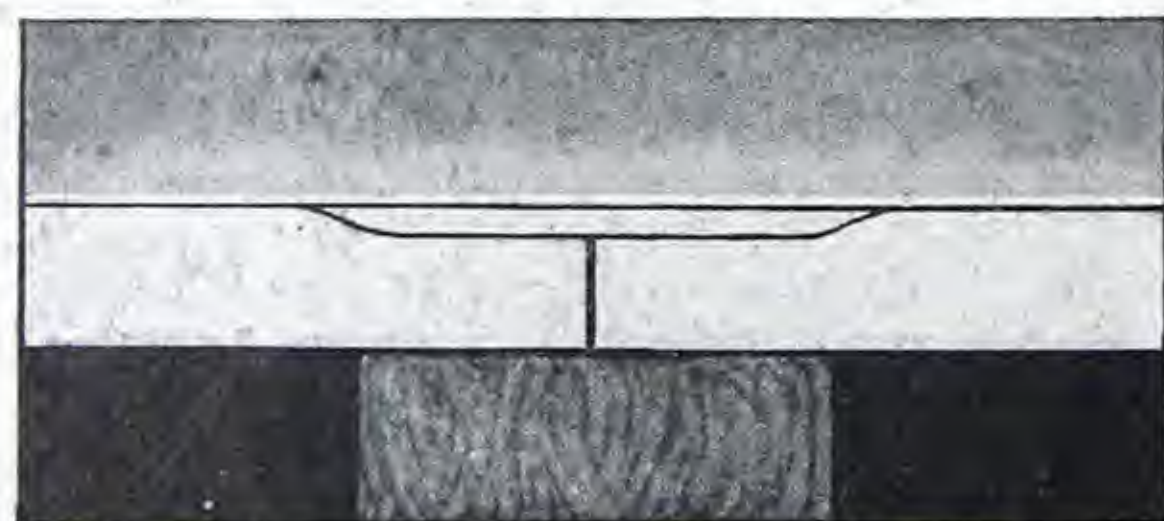


JOINTS VANISH QUICKLY WITH PERF-A-TAPE

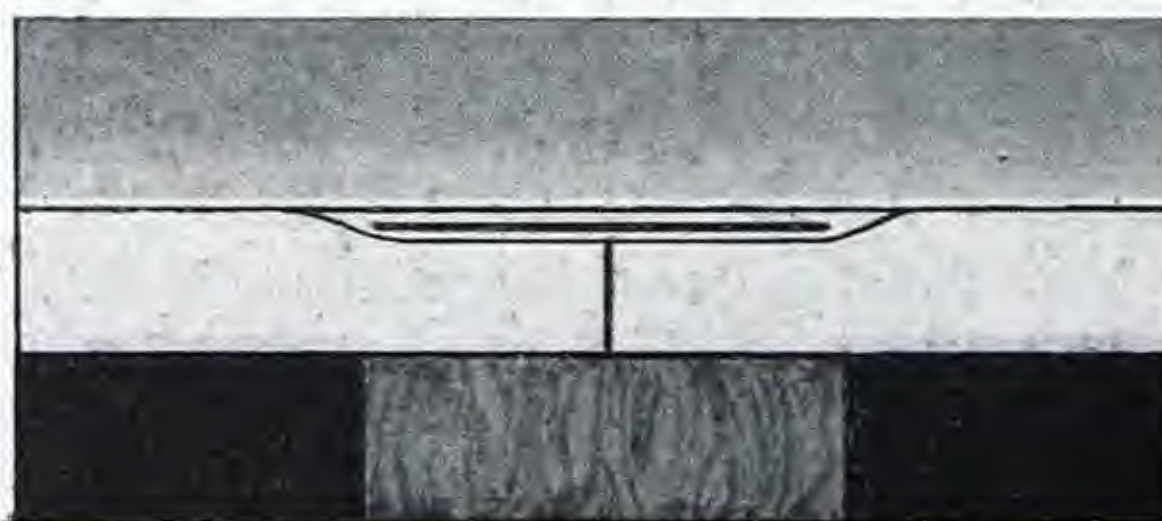
Simplicity is the keynote of the jointless Perf-A-Tape System. The only tool necessary is the Sheetrock knife, as illustrated. The recessed edges of Sheetrock butt together and form a channel into which the Perf-A-Tape Cement is buttered. Then the Perf-A-Tape is imbedded into and covered with the cement. A top coat of cement is applied, and, when dry, is sanded to a smooth finish—ready for any decoration.

Perf-A-Tape is packaged with enough cement to apply it and to cover the nail heads.

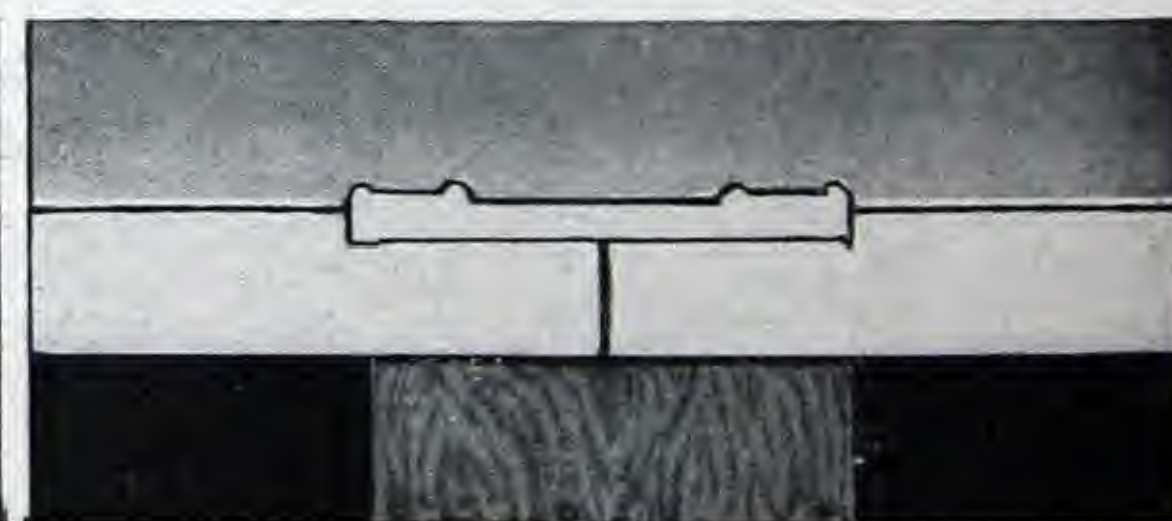
SHEETROCK TAKES ANY OTHER JOINT TREATMENT



JOINT PLASTER: Nail heads and joints are treated on almost all wallboard walls and ceilings. Sheetrock joint plaster is a low-cost treatment, but it provides no reinforcement. Note how joint plaster imbeds in the Recessed-Edge flush with the surface.



TAPE SYSTEMS: Linen tape, imbedded in Sheetrock joint plaster, strengthens the joint by providing a reinforcement. Sheetrock Linen Tape is full 1 7/8" wide for maximum strength. Recessed-Edge provides the ideal channel for the linen tape system.



WOOD STRIPS: Recessed-Edge Sheetrock is suitable for wood panel strips, since the channel is only 2 3/4" wide and 25/1000" deep. However, if narrow panel strips are desired, it is advisable to use Bevelled-Edge Sheetrock, as illustrated.

SHEETROCK

TAKES ANY DECORATION

WALLPAPER—Tints, gay or glowing—stripes, formal or flowing—patterns, inviting or exciting—with Sheetrock, all these are yours to possess and express yourself. Every room may be different. Any material applied with paste may be used and readily removed if the Sheetrock is sized. Panel strips or Perf-A-Tape Joint Treatment conceal the joints.

PAINT—All the rainbow hues are yours to use with Sheetrock. What fun to have the bedroom in azure blue—or the kitchen in sunshiny yellow. Use both paint and wallpaper in the same room if you desire. Sheetrock won't stop you. Over it you may successfully use any paint, lacquer, varnish or finish that's brushed or sprayed.

STIPPLE—Away with dull monotony—add texture and bring relief to flat, uninteresting surfaces. You may combine colour with stipple which gives a lively play of line and tone. You may want to use textured effects on wainscots or walls—or both. Sheetrock will permit you to have any decorative scheme you desire.

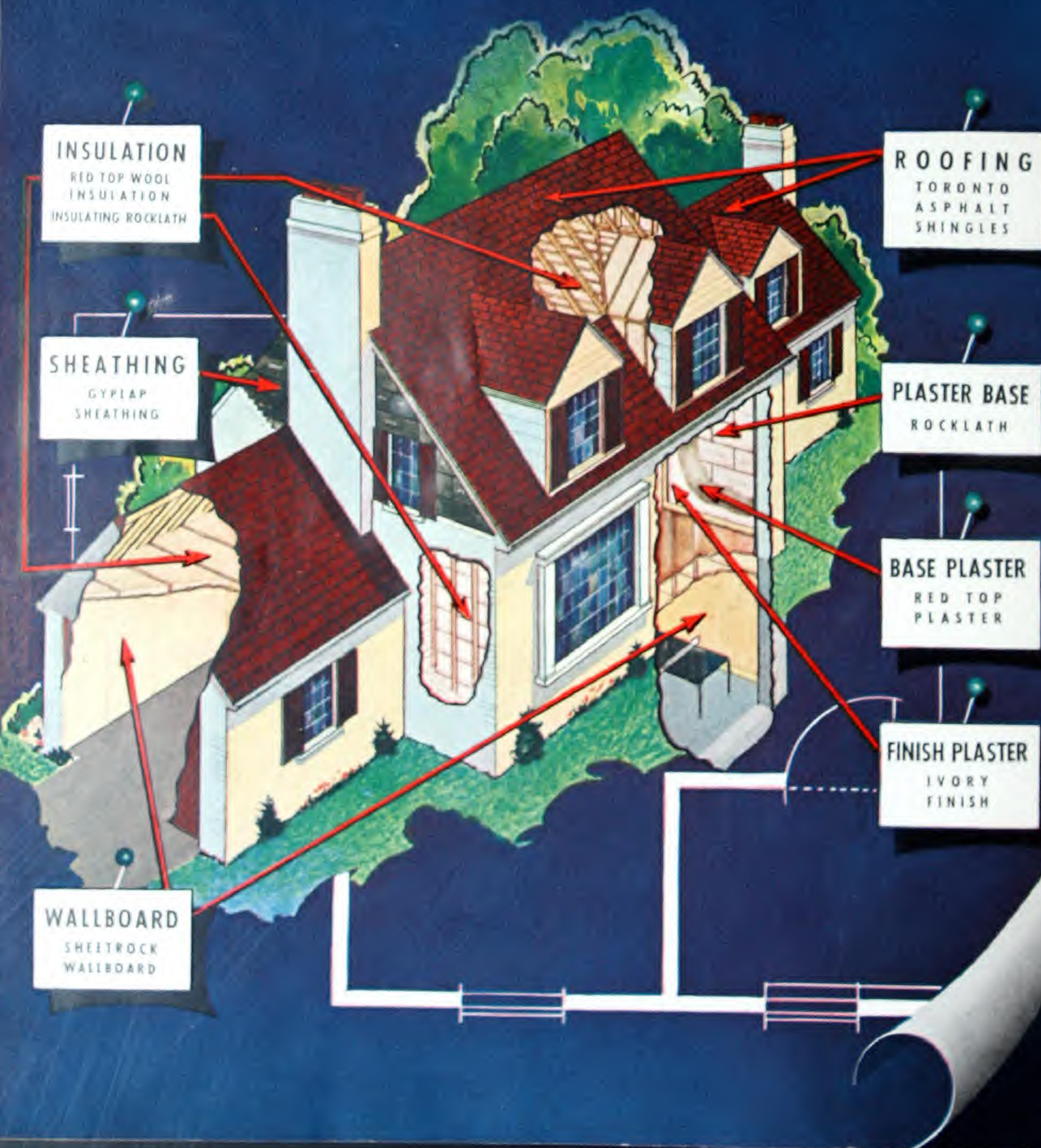
Over the smooth, scuff-proof ivory surface of Sheetrock, an infinite variety of finishes and treatments are possible. Whether it be paint, wallpaper, calamine, casein paint, texture paint—or any finish that is sprayed, brushed or pasted on, it may be successfully applied over Sheetrock. Furthermore, paints will spread up to 40% further over Sheetrock than over porous materials . . . providing a major economy in your finished job. The surface of Sheetrock is highly calendered during manufacture and, therefore, needs only one coat of primer sealer or flat varnish size.



*Your
"Hidden Value
Check"*

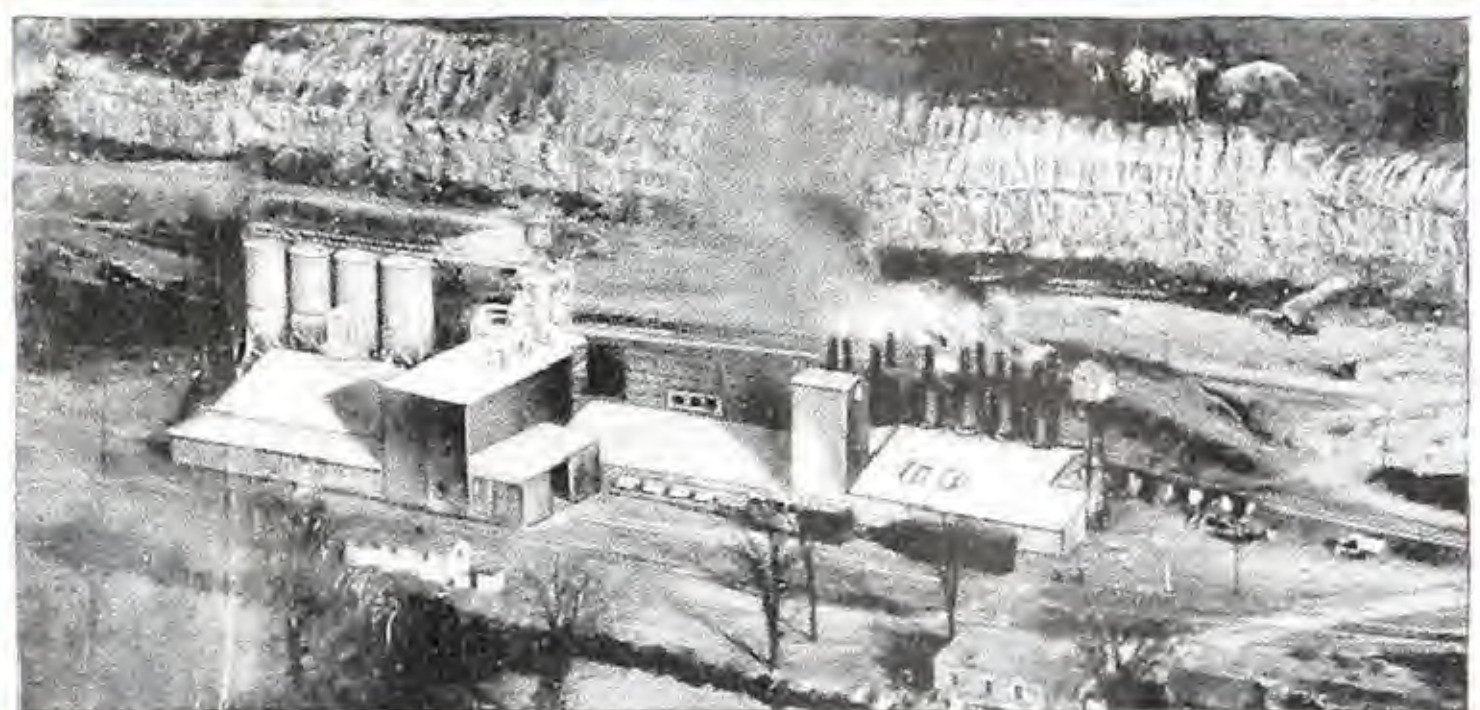
	YES	NO		YES	NO
Is your wallboard fire-proof? - - -	<input type="checkbox"/>	<input type="checkbox"/>	Can it be made permanently jointless? - -	<input type="checkbox"/>	<input type="checkbox"/>
Is it permanent? - -	<input type="checkbox"/>	<input type="checkbox"/>	Will it add structural strength to your wall?	<input type="checkbox"/>	<input type="checkbox"/>
Will it take any decoration? - - -	<input type="checkbox"/>	<input type="checkbox"/>	Is it quickly erected? -	<input type="checkbox"/>	<input type="checkbox"/>
Is it warp-proof? - -	<input type="checkbox"/>	<input type="checkbox"/>	Is it low in cost? - -	<input type="checkbox"/>	<input type="checkbox"/>

THESE PRODUCTS...MADE IN THESE CANADIAN PLANTS...
HELP YOU TO... **BUILD FOR A LIFETIME**





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